

# THE SIMPSONS™

Promotion Ideas and Character Design Style Guide



# THE SIMPSONS™

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How to use this STYLE GUIDE

### PROMOTIONAL IDEAS

Terrific ideas courtesy of Affiliate Promotion

### LICENSING AND MERCHANDISING

Important information concerning copyright and trademark requirements and limitations, courtesy of Twentieth Century Fox Licensing and Merchandising

### PROMOTIONAL PRODUCTS

Flyers and order forms for full-color, high quality promotional items

### CHARACTER ARTWORK

Line art for all characters, size guide, color call-outs, typical quotes and family situation artwork

### LOGO AND ALPHABET

Line art for various size logos, Matt Groening's signature, and "The Simpsons" alphabet

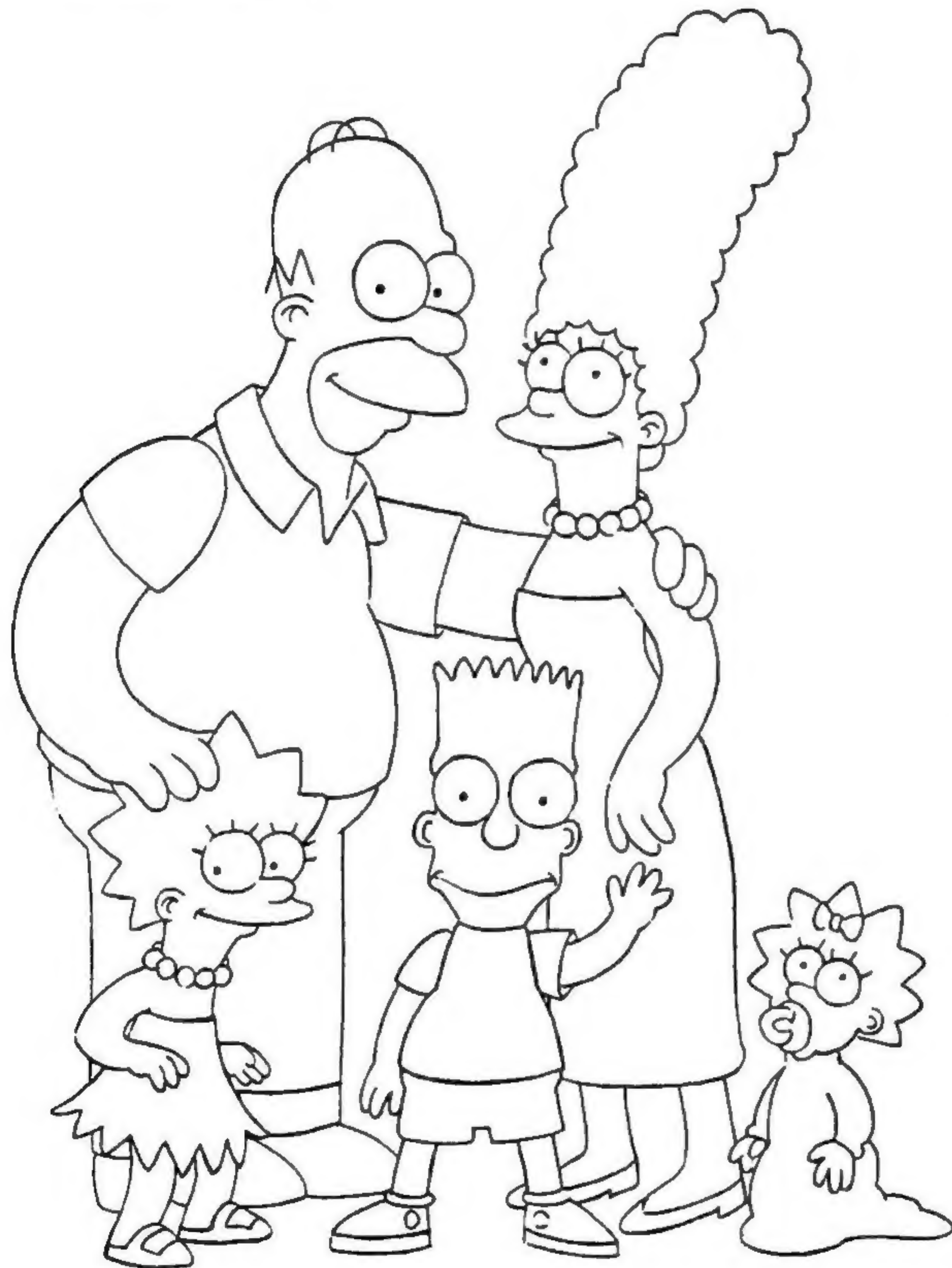


CORPORATE CREATIVE SERVICES



# HOW TO USE THE STYLE GUIDE

In this guide, you'll find all the information you need to successfully launch and promote Fox's hilarious new animated program, "The Simpsons". We've included some terrific promotional ideas, current flyers and order forms for affiliate promotional items, and vital information on each character, including:



- Colors, comparative sizes, and other technical specifications.
- Character quotes.
- Model sheets detailing typical character attitudes, expressions and poses.
- Reproducible line artwork.
- "The Simpsons" typeface and reprints of Matt Groening's signature.

Please be sure to read the information on Licensing and Merchandising regarding copyright and trademark requirements!



CORPORATE CREATIVE SERVICES







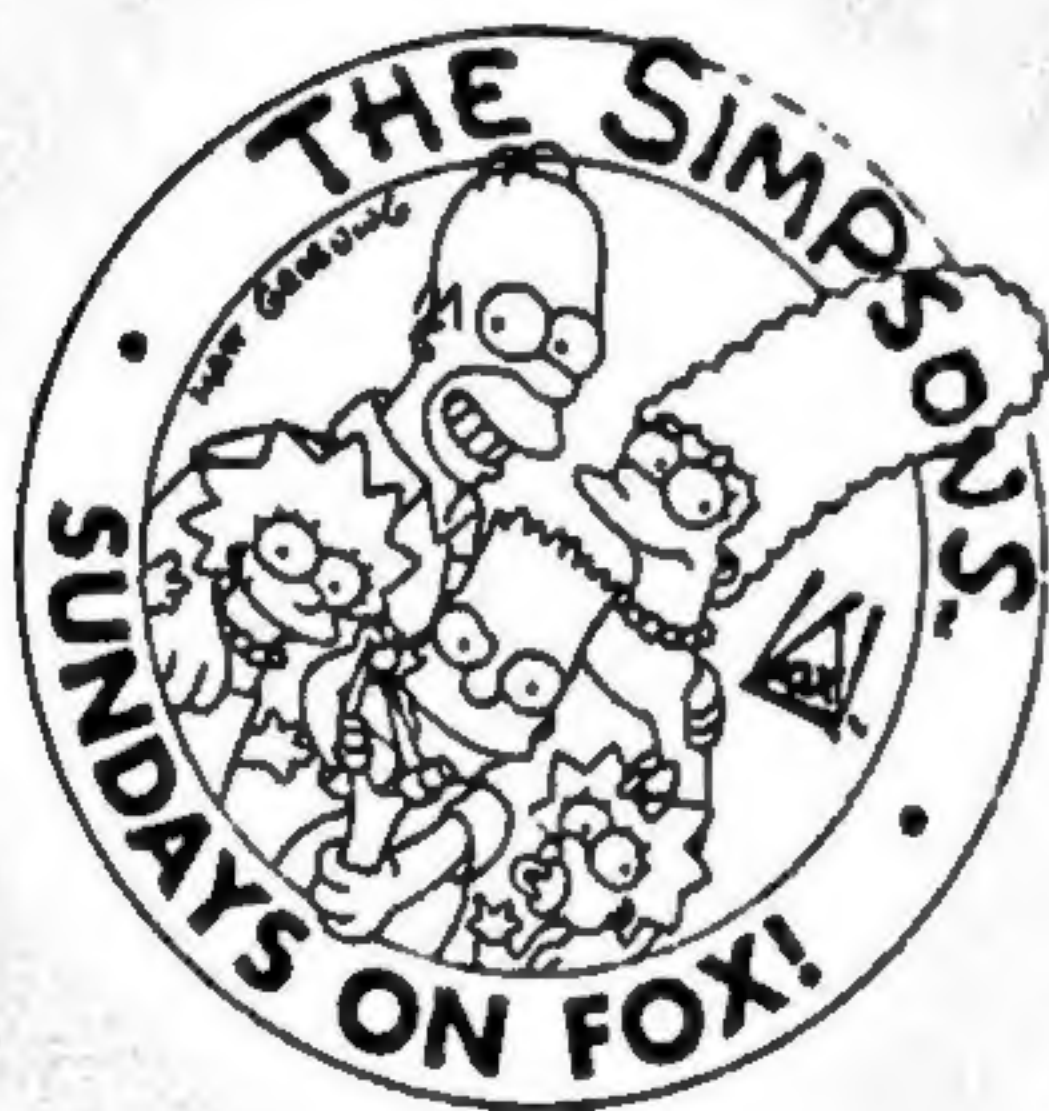
# THE SIMPSONS



## SIMPSONS STAMP

Many TV stations have a custom rubber stamp that they use to stamp all outgoing mail, packages, sales kits, etc. We have provided you with your very own Simpson stamp, that you can now use for this very purpose.

Stamp your faxes, stamp your memos, stamp your letters, stamp your logs, stamp your master control operators, stamp it all. As Bart Simpson would say, "STAMP IT, DUDE! "





# THE SIMPSONS

## MASKS

We have provided you with a Bart Mask and a Marge Mask. These can be used to scare your General Manager into increasing your 1st quarter budget, or to wear at special events and station functions.

WAWS FOX 30 in Jacksonville, FL is utilizing the masks for their 5 hour Saturday Afternoon KID-A-THON in January. In between the cartoons, station employees will be wearing the masks and soliciting viewers to call in and sign up for the Fox Kids Club.

WTXF FOX 29 in Philadelphia has purchased several masks to distribute to disc jockeys and newspaper reporters.

We have provided these 2 masks, complimentary. You may purchase additional masks for \$3.00 a piece. A simple, easy to use order form is included in this binder in the section labeled PROMOTIONAL PRODUCTS. Only Bart and Marge masks are available.





# THE SIMPSONS

"Eat my shorts!"

\* "Don't have a cow, Homer!"

"Go for it, dude!"

## BART BITES

By utilizing the 1/4" reel to reel of Bart audio bites, your promotions can be as limitless as your imagination. How about providing your number one morning disc jockeys with the reel and 25 Simpson's T-shirts? Promotion Manager Tom Kounelis and assistant Merrilyn Crouch-DeLorenzo at WATL in Atlanta have allready ordered 25 sweatshirts for this very purpose.

Every time the disc jockey plays a "BART BITE", the 10th caller wins a Simpsons shirt. Bart Simpson is soon to become a household word. The brand equity that accompanies the BART name, is enough to secure any radio station's participation in this February sweeps promotion. This type of supplementary promotion is the perfect addition to your 1st quarter media mix. Either ask a radio station that is part of your February radio buy, or secure another radio station in the market to help expand your reach.

"Jingle bells, Batman smells, Robin laid an egg.  
Batmobile broke its wheel, Joker got away."

"Whoa mama!"

"Cool your jets, man!"

"Right on, dude!"

"I'm Bart Simpson!  
"Who the hell are you?"



# THE SIMPSONS

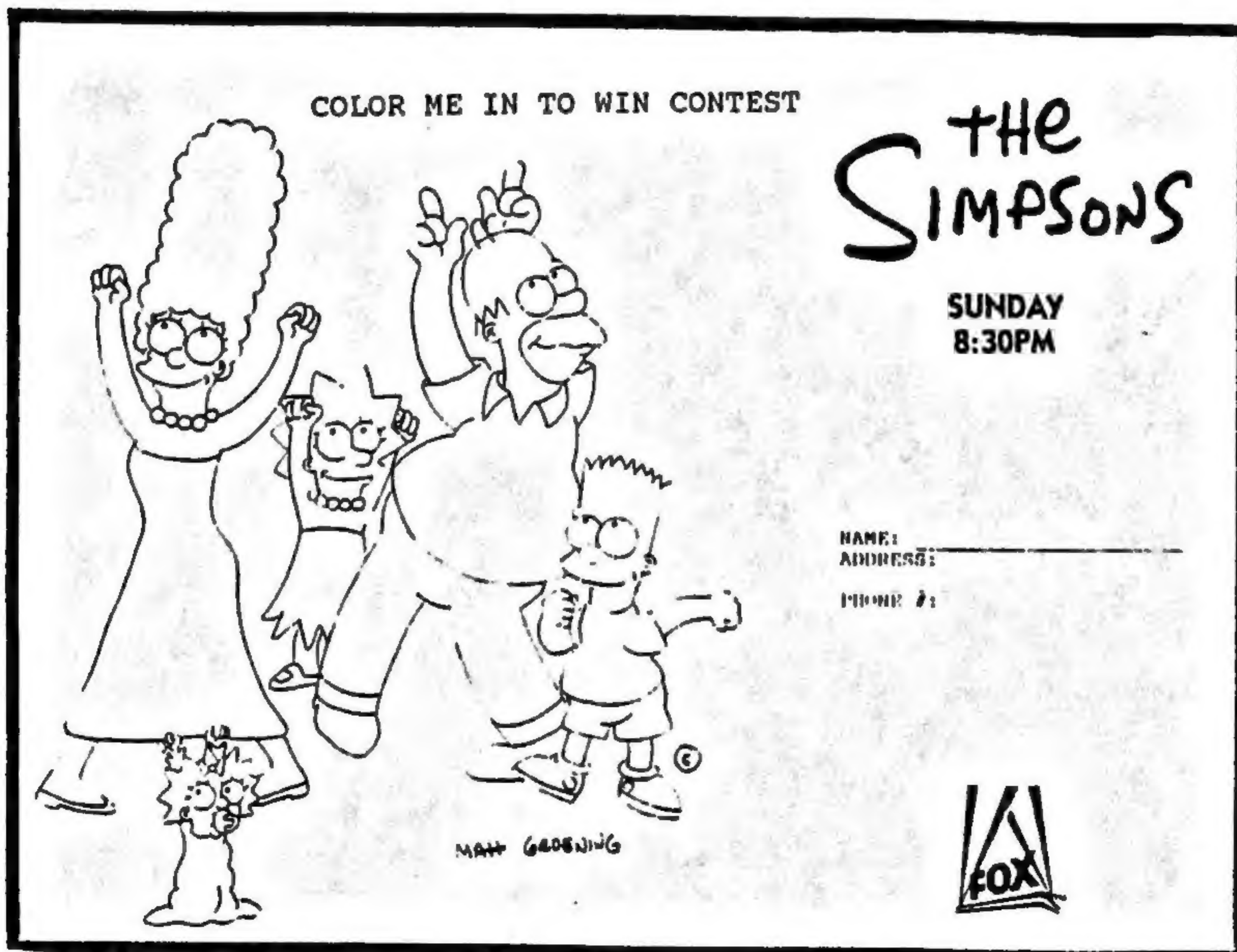
## COLOR TO WIN CONTEST

A Simpsons coloring contest is a great way to reach the kids in your market. By tying in with a local grocery store chain you can get entry forms into nearly every household.

Choose one or more of the enclosed pages of Simpsons' artwork, add your station logo, the day and time the show airs, and a place for the entrant's name and address. Arrange with the grocery chain to have them put in every grocery sack at the check-out. Or, have the stores insert the coloring sheet in their weekly grocery flyer.

The entries can be dropped off at the grocery stores or mailed to the station. Either way you will have a good start on a Fox Kids Club mailing list. You may want to mention in your on-air promos that every entrant can become a member of the Kids Club.

If you choose to give Simpsons' merchandise for prizes, be sure to check the enclosed licensing list for vendors. These people can be contacted for a wide variety of merchandise. Also be sure that any Simpsons' artwork you use on-air or in print includes the trademark and artists name.





# THE SIMPSONS



## BART FAX

By utilizing the contents of the style book, you may create your own original BART FAX. This new way to communicate your special programming and sweeps promotions to the press, radio stations, clients etc. is perfect for The Simpsons.

David Florida at WZDX FOX 54 in Huntsville, AL "BART FAXED" every radio disc jockey in his market on the Friday before the Simpson's Christmas Special. His sample is attached.

The style book will allow you to design and create your very own BART FAX that you can cater to virtually every need. Why not adopt a BART FAX for all of your stations departments so that no matter what get's faxed out of your station, the cover sheet is a BART FAX?

Don't forget...Matt Groening's signature and the trademark symbol must appear on every creation!



# THE SIMPSONS

## BART FAX

Hey man, don't have a cow!

Here's some cool stuff from Fox 54 about the coolest Christmas special since Perry Como went to Mexico.

Those groovy cats at Fox 54 wanted you guys to get the inside scoop about the **Simpsons Christmas Special** that hits the waves this Sunday at 7:30 PM on Fox 54. Oh yeah, they also wanted me to mention that Sam Kinison is going to be Al Bundy's guardian angel on a special **Married with Children** at 8PM.

Well dudes, I gotta cruise, but I wanted to save the coolest news for last! Starting January 14th, yours truly gets his own TV show! It's so cool that they're even calling it **The Simpsons!**

See ya later alligator,

*Bart*

Bart Simpson

TO: MARK STROMAN  
FROM: DAVID FLORIDA. WZDX  
NUMBER OF PAGES: 1



© 1989 Fox Broadcasting Company



**\*\* YOUR LOGO HERE \*\***

**FAX COVER SHEET**

**DATE:** \_\_\_\_\_ **TIME:** \_\_\_\_\_

**TO:** \_\_\_\_\_

**TELEPHONE:** \_\_\_\_\_

**FROM:** \_\_\_\_\_

**NOTES:** \_\_\_\_\_

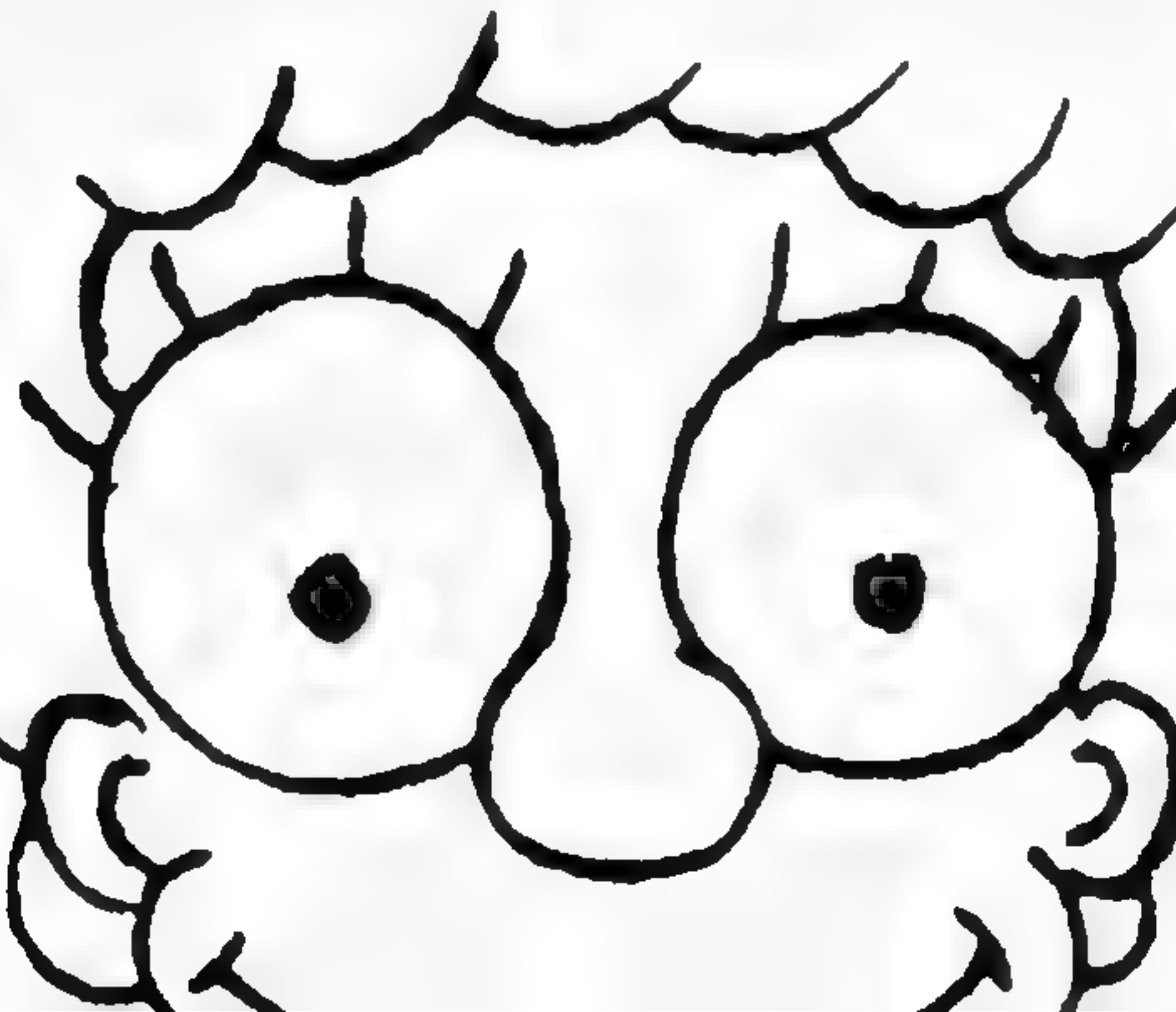
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PAGES TO FOLLOW:** \_\_\_\_\_

**If there is any problem with  
this fax, please call**



**MATT GARRETT**

**TM & © 1991 TWENTIETH CENTURY FOX FILM CORPORATION**



LICENSING AND  
MERCHANDISING



# TWENTIETH CENTURY FOX FILM CORPORATION



All of us at Fox Licensing & Merchandising are very excited about THE SIMPSONS, and look forward to working with both FBC and you, to ensure that Bart & Company maintain their newfound "hit status" for quite some time.

To this end, we are pleased to report that to date, we have secured over 40 licensing agreements with some of the country's top manufacturers. Store shelves will continue to feature an exciting array of SIMPSONS merchandise from talking Bart dolls and t-shirts, to beach towels and bedding for many years to come.

Attached, please find a selected list of licensees who can supply you with approved, high-quality merchandise at wholesale prices. Of course, you are also free to purchase items supplied to you via the FBC Affiliate Merchandise Program.

## LOCALLY PRODUCED PREMIUMS:

You do need to be aware that because of certain trademark and copyright restrictions, you may not produce any promotional merchandise locally without the prior approval of Fox Licensing & Merchandising.

All such items must be submitted to Matt Groening and Jim Brooks, who have contractual approval over all merchandising tied to THE SIMPSONS. If you have interest in producing an item not currently available, please check with George Oswald or your FBC affiliate promotion contact, and they'll be happy to assist you.

## LOCAL PROMOTIONS:

We are presently in negotiation with a variety of companies (fast food, beverage, etc.), to tie-in with THE SIMPSONS via a national campaign.

Twentieth Television retains all commercial tie-in rights as an extension of their merchandising rights to the property.

While you are, of course, encouraged to create local promotional opportunities whenever possible, you are restricted from doing any promotion that is tied directly to a commercial partner.

Radio promotions, print promotions and the like, are acceptable, and we feel a natural fit for the program's audience.



Please understand that if we are negotiating a tie-in with Burger King, and it became known that a local promotion has been implemented with McDonald's, we will lose that deal and the millions of dollars worth of media (national and local) that normally supports such programs.

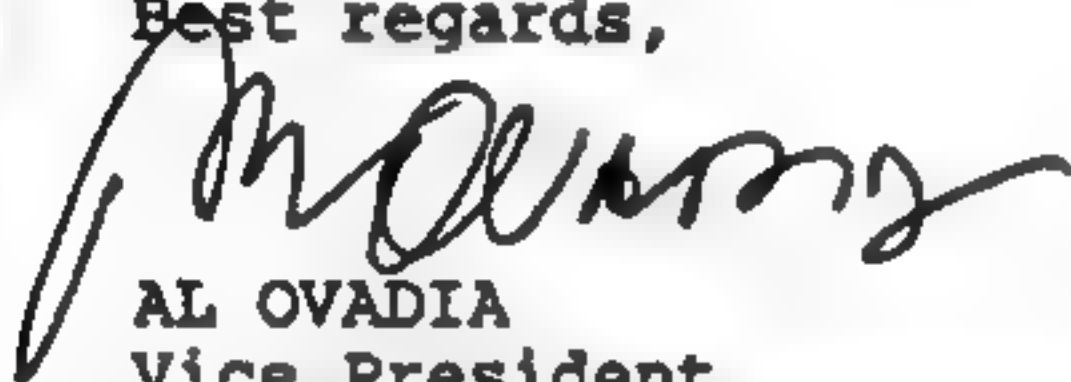
We will review tie-ins on a case-by-case basis, and will approve those tie-ins that do not directly conflict with our national plans.

Please contact Mary Barela, Director of Licensing & Merchandising, or your FBC representative when the need arises.

A SIMPSONS' Style Book has been provided for your use in advertising and for local promotions of a non-commercial nature. PLEASE BE SURE TO REVIEW THE "DOS AND DON'Ts LIST" also attached to this letter prior to proceeding with your promotional efforts.

THE SIMPSONS is a very exciting venture for all of us...and the Fox Licensing & Merchandising Department looks forward to assisting you in any way possible.

Best regards,



AL OVADIA  
Vice President  
Licensing & Merchandising



MARY BARELA  
Director  
Licensing & Merchandising

AO/MB/lr  
Attachments (2)



**THE SIMPSONS**

**LICENSEE LIST**

a la carte/saydah  
Allan Gindi  
4500 Campus Drive, #608  
Newport Beach, California 92260  
714-756-1141

Beach Towels

Betras Plastics  
Bottles, Joe Betras  
I-85 & Highway 221  
Spartanburg, S. Carolina  
803-599-0855

Plastic Mugs, Squeeze  
Foam Can Coolers, Plastic  
Flying Disks

The Button-Up Company  
Ken Czar  
2011 Austin  
Troy, Michigan  
313-528-1961

Metal Lapel Buttons,  
Lucite Keychains

Changes  
Marek Kiyashka  
69-20 76th Street  
Middle Village, New York 21379  
718-894-1377

T-Shirts, Sweat Shirts

N.J. Croce Company  
Nick Croce  
454 Barrego Court  
San Dimas, California 91773  
714-599-8567

License Plate Frames

Dan Dee Imports  
Fred Shapiro  
106 Harbor Drive  
Jersey City, New Jersey 07305  
201-332-7600

Talking Dolls, Clip-on  
Plush Dolls, Suction Cup  
Dolls, Bean Bag Dolls

Happiness Express, Inc.  
Joe Sutton  
200 Fifth Avenue, #212  
New York, New York 10010

Pen Lights and Flash  
Lights



Legends of Entertainment  
Gary Scaife  
2711 Empire Avenue  
Burbank, California 91504  
818-566-4455

Medo Industries  
Mark Owens  
195 West First Street  
Mt. Vernon, New York 10018  
(212) 921-1717

National Latex Products Co.  
Ronald Kahn  
200 Fifth Avenue  
New York, New York 10010  
212-989-1240

Pinpoint Productions, Inc.  
Robert Urband  
227 East 31st Street  
New York, New York 10016  
212-779-1440

Ross Sportswear  
Mike Ross  
8379 10th Avenue North  
Minneapolis, Minnesota 55427  
612-545-9544

The Shirtshed/Nexus Industries  
Bill Hensley  
570 So. Miami Street  
Wabash, Indiana 46982  
219-563-8302

Street Kids Corp.  
David Siegel  
3416 Wesley Street  
Culver City, California 90232  
213-559-9830

Book Covers & Markers,  
Book Locker I.D.  
Stickers, Address &  
Phone Books, Daily/  
Monthly/Yearly Diaries,  
Scribble Paper, Presen-  
tation Folders, Wire &  
Press Bound Theme  
Notebooks, Wire Bound  
Memo Books, 3-Ring  
Binders, School Supply  
Boxes, Pencils, Rulers

Air Fresheners

Mylar Balloons, Latex  
Balloons & Punchballs,  
Rotocast Thermo-Plastic  
Balls, Rubber Spongeballs

Die-Cut Laminated Pins  
& Magnets

Nightshirts

T-Shirts, Sweat Shirts

Three-Dimensional PVC  
Keychains



Western Graphics  
David Hamaker  
3535 West 1st Avenue  
Eugene, Oregon 97402-0417

Posters



**THE SIMPSONS  
DOS & DON'Ts LIST**

**I. Use of the Style Guide:**

- a) Do not use any artwork other than what is provided.
- b) Stat-line art may be enlarged or reduced...however, it may not be modified in design.
- c) Adhere to all PMS color call-outs.
- d) If you need additional artwork, please contact Fox Broadcasting.

**II. Legal:**

- a) The names and likenesses of all THE SIMPSONS characters and THE SIMPSONS artwork and distinctive lettering are protected under the trademark and copyright laws of the United States and in all foreign countries.

Matt Groening has approved the characters' likenesses, names, slogans and lettering as provided in the Style Book. THEY SHOULD NOT BE DISTORTED IN ANY WAY.

**III. Required Trademark and Copyright Notices:**

- a) A trademark and copyright notice in the following form must appear on all merchandise and in all advertising for any merchandise:  
  
"THE SIMPSONS TM & C 19\_\_ Twentieth Century Fox Film Corporation. All rights reserved."  
(The year to be included in this notice should be the year the design of the product is first distributed to the public.)
- b) Matt Groening's signature must appear in close proximity to all artwork.
- c) In addition, the letters "TM" should appear next to the first or most prominent use of the phrase "THE SIMPSONS" when it appears on a piece of merchandise or in any advertising copy.



- d) On products and in print advertising, the required notices must be applied in a legible and permanent format.
- e) For television purposes, the required notices must appear in a typeface large enough to be legible for more than three (3) seconds.

CHECKLIST

- 1) Are you using artwork directly from the Style Guide?
- 2) Are you using approved PMS colors?
- 3) Are you using approved trademark and copyright notices?
- 4) Are all notices correctly positioned and undistorted?
- 5) Is all lettering in THE SIMPSONS distinctive typeface?
- 6) Does Matt Groening's signature appear in close proximity to the artwork?



PROMOTIONAL  
PRODUCTS

# THE SIMPSONS

January 3, 1990

Dear Promotion Partners,

Finally, "The Simpsons"! A Promotion Exec's dream-come-true! Colorful, hilarious, and literally bursting with promotional opportunities, "The Simpsons" will surely be a smash hit!

But, alas, more than nearly any other FBC program, care must be taken to maintain the integrity of the characters, the legal rights of the production company, the numerous product licensees, FBC, and the Artist himself. As you will find from reading the material on licensing and merchandising, the guidelines for proper trademarks, copyrights, artist identification and color callouts must be strictly followed.

To help cut through this confusion of red-tape and legal-eze, Corporate Creative Services will continue to offer high-quality promotional items which adhere to these strict guidelines at prices you can't afford to pass up!

At this time, "The Simpsons" t-shirts, sweatshirts and posters, all in glorious, accurate, living color, (samples of which are included in this launch kit) are available for immediate delivery through our Affiliate Promotional Products Program. Enclosed, you will find a current flyer and order forms. Please note that all wearables may be fully customized with your station logo.

Also, for a very limited time, the "Bart" and "Marge" masks which are in this kit may be purchased at cost through Corporate Creative Services. These masks are a one time only offer and when they're gone, they're gone! See the attached order form for specifics.

We'll soon be offering more great "Simpsons" giveaway items, so be sure to take advantage of these terrific promotional tools.

If you have any comments, suggestions, or questions on these promotional items, please give me a call at (213) 203-3838.

Regards,



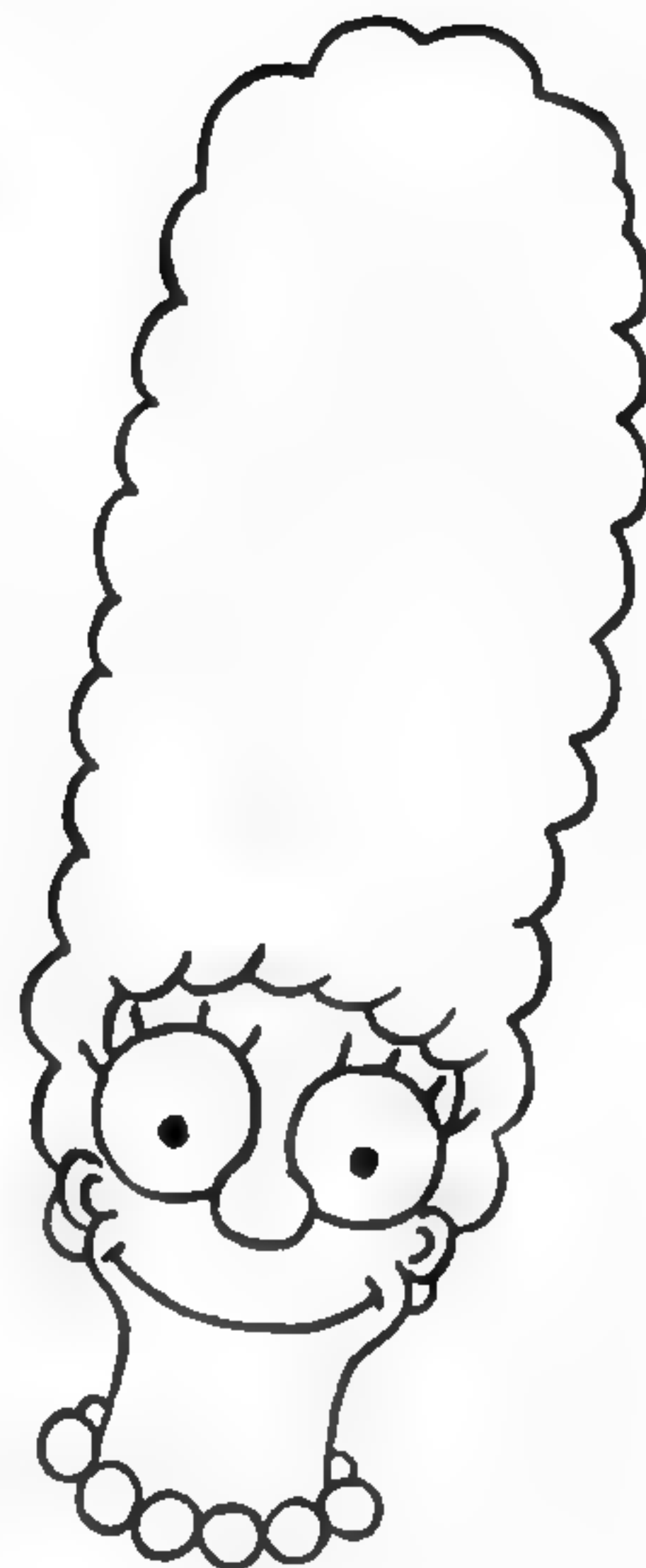
George Oswald  
Vice President, Corporate Creative Services





# THE SIMPSONS

## MASK ORDER FORM



ITEM	MINIMUM ORDER	QTY.	UNIT COST	TOTAL
"BART" Mask	5		\$3.00	
"Marge" Mask	5		\$3.00	
SUB-TOTAL				\$
TAX <small>California Orders Please Add Appropriate Sales Tax</small>				\$
HANDLING PER ORDER				\$ 1.25
TOTAL				\$

These masks are printed in full color on heavy stock. They are available in very limited quantities and will be sold on a "first-come, first-served" basis.

Allow 2-4 weeks for delivery. Payment in full must accompany order.  
All sales final. All items in this offer are for promotional use only and are NOT to be resold.

All items listed are eligible for Co-op Reimbursement. Contact your Fox Promotion Representative for details.

## LIMITED OFFER!

Today's Date: \_\_\_\_\_

Name: \_\_\_\_\_

Station: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_

Ship To: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

All items will be shipped freight collect unless otherwise specified.

Please make checks payable to:  
Fox Broadcasting Company

Please mail this completed, signed  
order form with your payment  
(check or money order) to:

**FOX BROADCASTING COMPANY**  
Corporate Creative Services  
Attn: George Oswald  
P.O. Box 900  
Beverly Hills, CA 90213  
213-203-3833

FAX# 1-213-203-3483





## AFFILIATE PROMOTIONAL PRODUCTS UPDATE #1

TO UPDATE OUR CURRENT 1988-89 AFFILIATE PROMOTIONAL PRODUCTS CATALOG, FOX IS PLEASED TO ADD THESE NEW PROMOTIONAL ITEMS TO OUR EXISTING PROGRAM.



215

### 215 "BOOKER" T-SHIRT

It's hot! The "Booker" logo stands out in white on this black t-shirt. (All T's have the Fox logo screened on the left sleeve.)

### 216 CUSTOM "BOOKER" T-SHIRT

Same as 215, with your one color logo on back.

### 217 "ALIEN NATION" T-SHIRT

Support the "newcomers" in this black t-shirt with the "Alien Nation" logo screened in green.

### 218 CUSTOM "ALIEN NATION" T-SHIRT

Same as 217, with your one color imprint on back.



217

### 219 "COPS" T-SHIRT

Help fight crime in this white t-shirt with the "Cops" logo boldly unprinted in red and black.

### 220 CUSTOM "COPS" T-SHIRT

Same as 219, with your one color logo on back.

### 221 "THE SIMPSONS" T-SHIRT

Be the life of the party in this white t-shirt with full color family portrait of America's zaniest TV family.

### 222 CUSTOM "THE SIMPSONS" T-SHIRT

Same as 221, with your one color imprint on back.

### 401 GARRY SHANDLING STANDEE

Attract a crowd with this 72" tall, full color, full lipped standee of our favorite funny man! Great at parties!



219



221

SPECIAL OFFER!

ORDER \$200.00 OR MORE FROM THIS FLYER AND RECEIVE A GARRY SHANDLING STANDEE ABSOLUTELY FREE!



401

IT'S GARRY SHANDLING'S SHOW



ALL T-SHIRT DESIGNS ARE AVAILABLE ON HIGH QUALITY SWEATSHIRTS. PLEASE PHONE E.R.A. CUSTOMER SERVICE FOR DETAILS. 1(800) 854-4443 (IN CALIFORNIA 1(800) 643-2022)

ALL ITEMS IN THIS FLYER ARE FOR FOX AFFILIATE PROMOTIONAL USE ONLY AND ARE NOT FOR RESALE TO THE PUBLIC. ALL SHOW TITLES AND LOGOS ARE CLAIMED TRADEMARKS. 1989 FOX BROADCASTING COMPANY

FOX BROADCASTING COMPANY CORPORATE CREATIVE SERVICES





# UPDATE #1

FOX BROADCASTING COMPANY CORPORATE CREATIVE SERVICES

## 1989-90 AFFILIATE PROMOTIONAL PRODUCTS

Code	Item	Minimum Order	Quantity	Unit Cost	Total
215	*Booker T-Shirt	12	L XL	4.75	
216	*Custom Booker T-Shirt	36	L XL	5.75	
217	*Alien Nation T-Shirt	12	L XL	4.75	
218	*Custom Alien Nation T-Shirt	36	L XL	5.75	
219	*Cops T-Shirt	12	L XL	4.95	
220	*Custom Cops T-Shirt	36	L XL	5.95	
221	*The Simpsons T-Shirt	12	L XL	5.75	
222	*Custom Simpsons T-Shirt	36	L XL	6.75	
401	Garry Shandling Standee	1		42.00	

Custom T-Shirt Imprint Area 10"x10"

\*ALL T-SHIRTS MUST BE ORDERED IN MULTIPLES OF ONE DOZEN PER SIZE.

Sub Total	\$
Tax <small>California Orders Please Add Appropriate Sales Tax</small>	\$
Handling Per Order	\$ 4.50
TOTAL	\$

**SPECIAL OFFER!** Order \$200 or more from this flyer and receive a Garry Shandling Standee absolutely free!

Allow 2-4 weeks for delivery. Payment in full must accompany order. All sales final. All items in this offer are for promotional use only and are NOT to be resold.

All items listed are eligible for Co-op Reimbursement. Contact your Fox Promotion Representative for details.

Rush Service available at additional cost. For specifics, or any questions or problems with your order, call Entertainment Resource Associates Customer Service TOLL FREE 1-800-854-4443. In California 1-800-643-2022. Hours: 9AM-1PM Pacific Time.

Today's Date:

Name:

Station:

Address:

Signature:

Ship To:

All items shipped UPS 2nd day freight C.O.D. unless otherwise specified.

Prices are subject to change without prior notice. We also reserve the right to withdraw products without prior notice.

Please mail this completed, signed order form with your payment (check or money order) to:

FOX PROMOTIONAL PRODUCTS  
C/O E.R.A.  
15040 Calvert Street  
Van Nuys, CA 91411



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Custom T-Shirt Imprint Area 10"x10"

\*ALL T-SHIRTS MUST BE ORDERED IN MULTIPLES OF ONE DOZEN PER SIZE

Sub Total

\$

Tax

California Order, Please Add Applicable Sales Tax

\$

Handling Per Order

\$

4.50

TOTAL

\$

**SPECIAL OFFER!** Order \$200 or more from this flyer and receive a Garry Shandling Standee absolutely free!

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			L XL	5.75	
216	*Custom Booker T-Shirt	36			
			L XL	4.75	
217	*Alien Nation T-Shirt	12			
			L XL	5.75	
218	*Custom Alien Nation T-Shirt	36			
			L XL	4.95	
219	*Cops T-Shirt	12			
			L XL	5.95	
220	*Custom Cops T-Shirt	36			
			L XL	5.75	
221	*The Simpsons T-Shirt	12			
			L XL	6.75	
222	*Custom Simpsons T-Shirt	36			
				42.00	
401	Garry Shandling Standee	1			

Custom T-Shirt Imprint Area 10"x10"

\*ALL T-SHIRTS MUST BE ORDERED IN MULTIPLES OF ONE DOZEN PER SIZE.

Sub Total

\$

Tax

California Orders Please Add Appropriate Sales Tax

\$

Handling Per Order

\$

4.50

TOTAL

\$

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C/O E.R.A.  
15040 Calvert Street  
Van Nuys, CA 91411



FOX BROADCASTING COMPANY CORPORATE CREATIVE SERVICES  
**1989-90 SHOW POSTER ORDER FORM**

Code	Item	Minimum Order	Quantity	Unit Cost	Total
P 201	21 Jump Street (Johnny Depp)	10		1.00	
P 202	Married With Children (Hirschfeld Illustration)	10		1.00	
P 203	It's Garry Shandling's Show	10		1.00	
P 204	The Tracey Ullman Show	10		1.00	
P 205	21 Jump Street (Cast Photo)	10		1.00	
P 206	Married With Children (Cast Photo)	10		1.00	
P 207	America's Most Wanted (John Walsh)	10		1.00	
P 208	Alien Nation	10		1.00	
P 209	Booker (Richard Grieco)	10		1.00	
P 210	The Simpsons	10		1.00	

Each poster measures 18" x 24" and is printed in full color on high quality stock.

Sub Total	\$
Tax <small>California Orders Please Add Appropriate Sales Tax</small>	\$
Handling Per Order	\$ 3.50
TOTAL	\$

Allow 2-4 weeks for delivery. Payment in full must accompany order. All sales final. All items in this offer are for promotional use only and are NOT to be resold.

All items listed are eligible for Co-op Reimbursement. Contact your Fox Promotion Representative for details.

Today's Date: \_\_\_\_\_

Name: \_\_\_\_\_

Station: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_

Ship To: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

All items will be shipped freight collect unless otherwise specified.

Please make checks payable to:  
Fox Broadcasting Company

Please mail this completed, signed order form with your payment (check or money order) to:

**FOX BROADCASTING COMPANY**  
Corporate Creative Services  
Attn: George Oswald  
P.O. Box 900  
Beverly Hills, CA 90213  
213-203-3833



Code	Item	Minimum Order	Quantity	Unit Cost	Total
P 201	21 Jump Street (Johnny Depp)	10		1.00	
P 202	Married With Children (Hirschfeld Illustration)	10		1.00	
P 203	It's Garry Shandling's Show	10		1.00	
P 204	The Trocey Ullman Show	10		1.00	
P 205	21 Jump Street (Cast Photo)	10		1.00	
P 206	Married With Children (Cast Photo)	10		1.00	
P 207	America's Most Wanted (John Walsh)	10		1.00	
P 208	Alien Nation	10		1.00	
P 209	Booker (Richard Grieco)	10		1.00	
P 210	The Simpsons	10		1.00	

Each poster measures 18" x 24" and is printed in full color on high quality stock.

Sub Total	\$	
Tax	\$	
Handling Per Order	\$	3.50
<b>TOTAL</b>	<b>\$</b>	

**Allow 2-4 weeks for delivery.** Payment in full must accompany order. All sales final. **All items in this offer are for promotional use only and are NOT to be resold.**

All items listed are eligible for Co-op Reimbursement. Contact your Fox Promotion Representative for details.

**Today's Date:**

**Name:**

**Station:**

**Address:**

**Signature:**

**Ship To:**

All items will be shipped freight collect unless otherwise specified.

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**FOX BROADCASTING COMPANY**  
Corporate Creative Services  
Attn: George Oswald  
P.O. Box 900  
Beverly Hills, CA 90213  
213•203•3833



FOX BROADCASTING COMPANY CORPORATE CREATIVE SERVICES  
**1989-90 SHOW POSTER ORDER FORM**

Code	Item	Minimum Order	Quantity	Unit Cost	Total
P 201	21 Jump Street (Johnny Depp)	10		1.00	
P 202	Married With Children (Hirschfeld Illustration)	10		1.00	
P 203	It's Garry Shandling's Show	10		1.00	
P 204	The Tracey Ullman Show	10		1.00	
P 205	21 Jump Street (Cast Photo)	10		1.00	
P 206	Married With Children (Cast Photo)	10		1.00	
P 207	America's Most Wanted (John Walsh)	10		1.00	
P 208	Alien Nation	10		1.00	
P 209	Booker (Richard Grieco)	10		1.00	
P 210	The Simpsons	10		1.00	

Each poster measures 18" x 24" and is printed in full color on high quality stock.

Sub Total	\$	
Tax <small>California Orders Please Add Appropriate Sales Tax</small>	\$	
Handling Per Order	\$	3.50
<b>TOTAL</b>	\$	

**Allow 2-4 weeks for delivery.** Payment in full must accompany order. All sales final. **All items in this offer are for promotional use only and are NOT to be resold.**

All items listed are eligible for Co-op Reimbursement. Contact your Fox Promotion Representative for details.

**Today's Date:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Station:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Signature:** \_\_\_\_\_

**Ship To:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

All items will be shipped freight collect unless otherwise specified.

Please make checks payable to:  
Fox Broadcasting Company

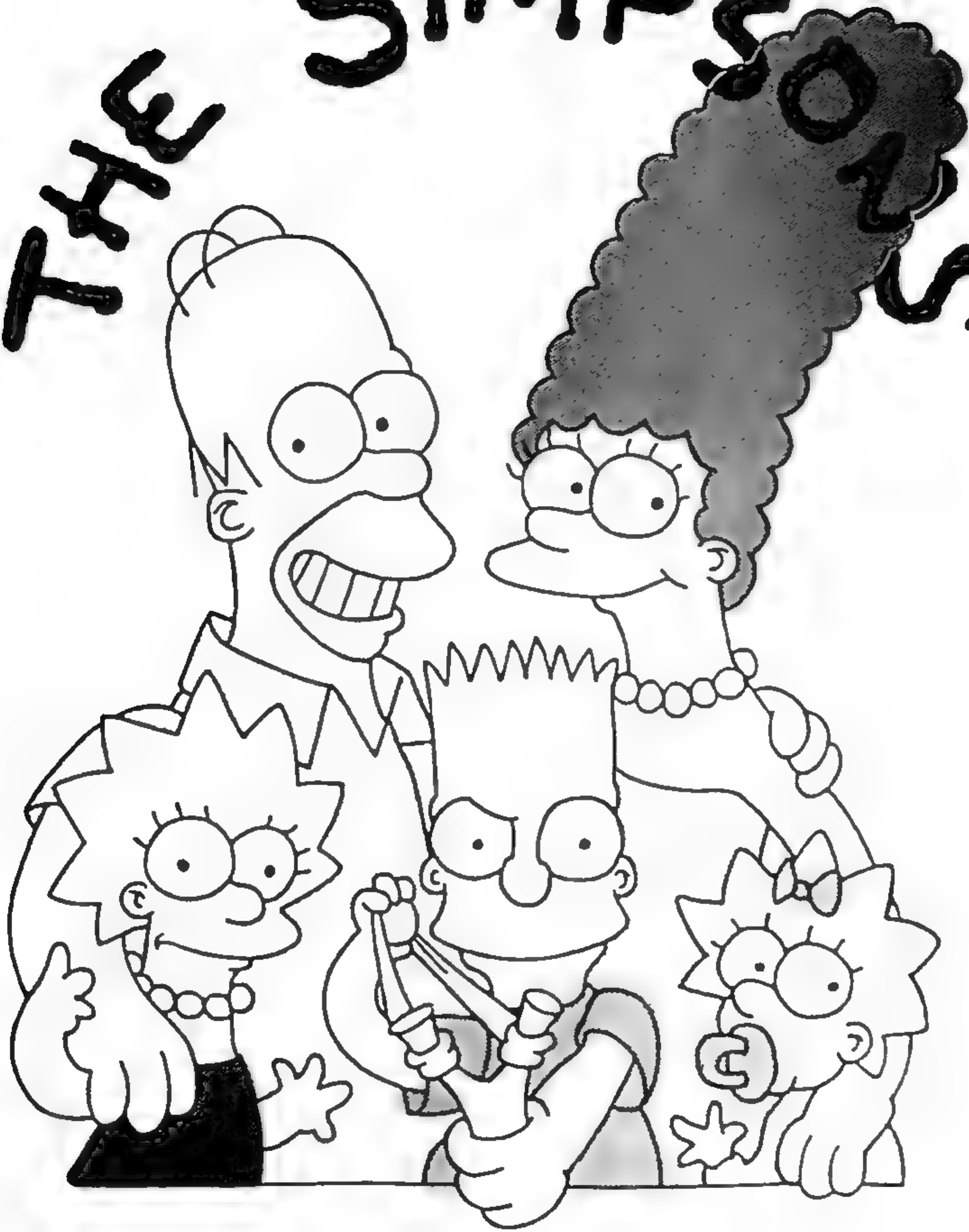
Please mail this completed, signed order form with your payment (check or money order) to:

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Corporate Creative Services  
Attn: George Oswald  
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Beverly Hills, CA 90213  
213-203-3833



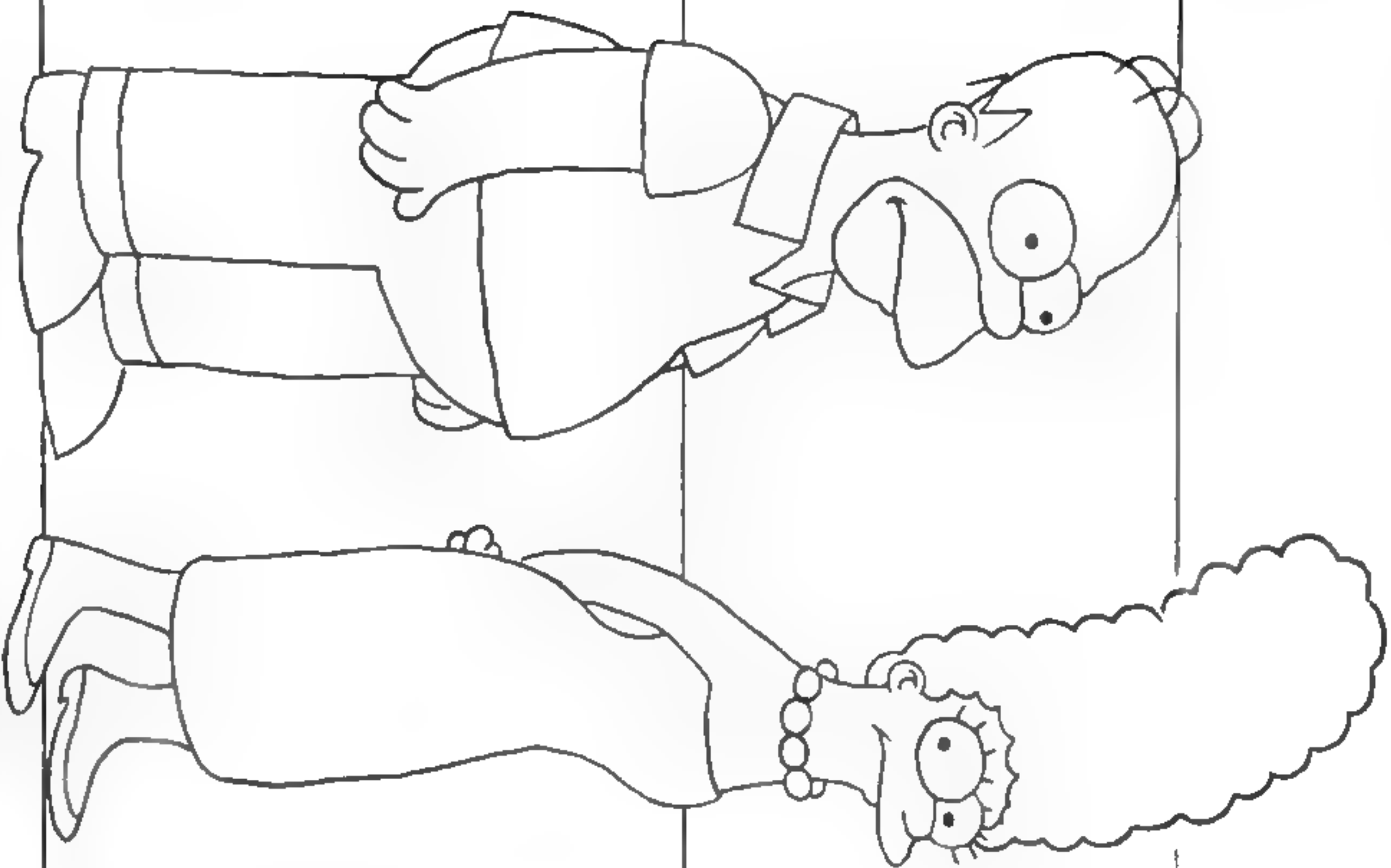
CHARACTER ARTWORK

# THE SIMPSONS

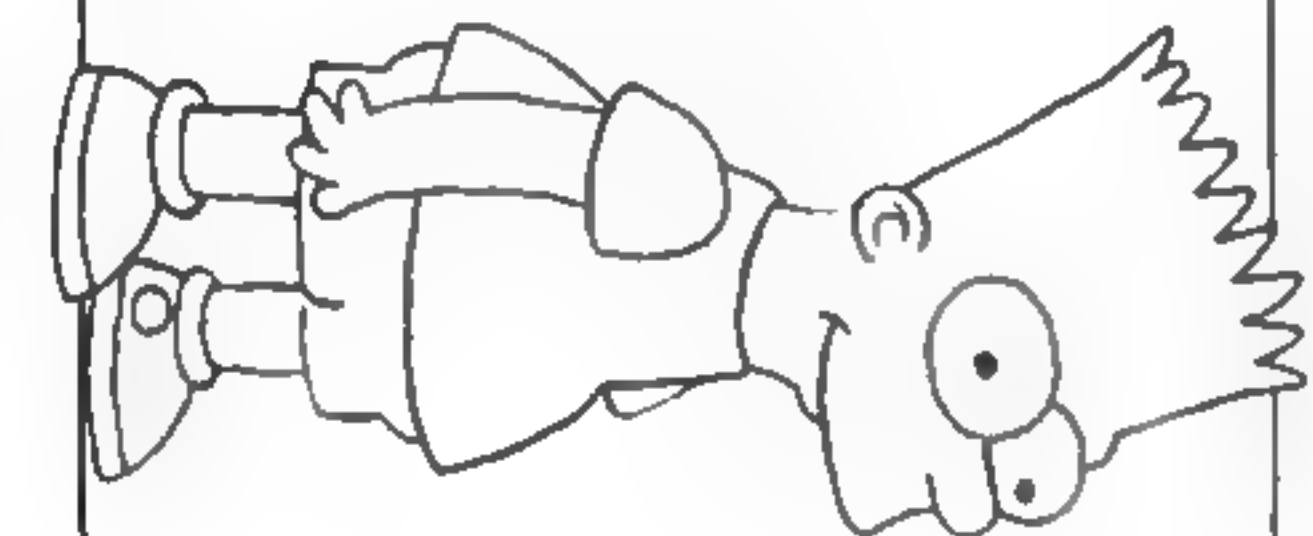




HOMER



BART



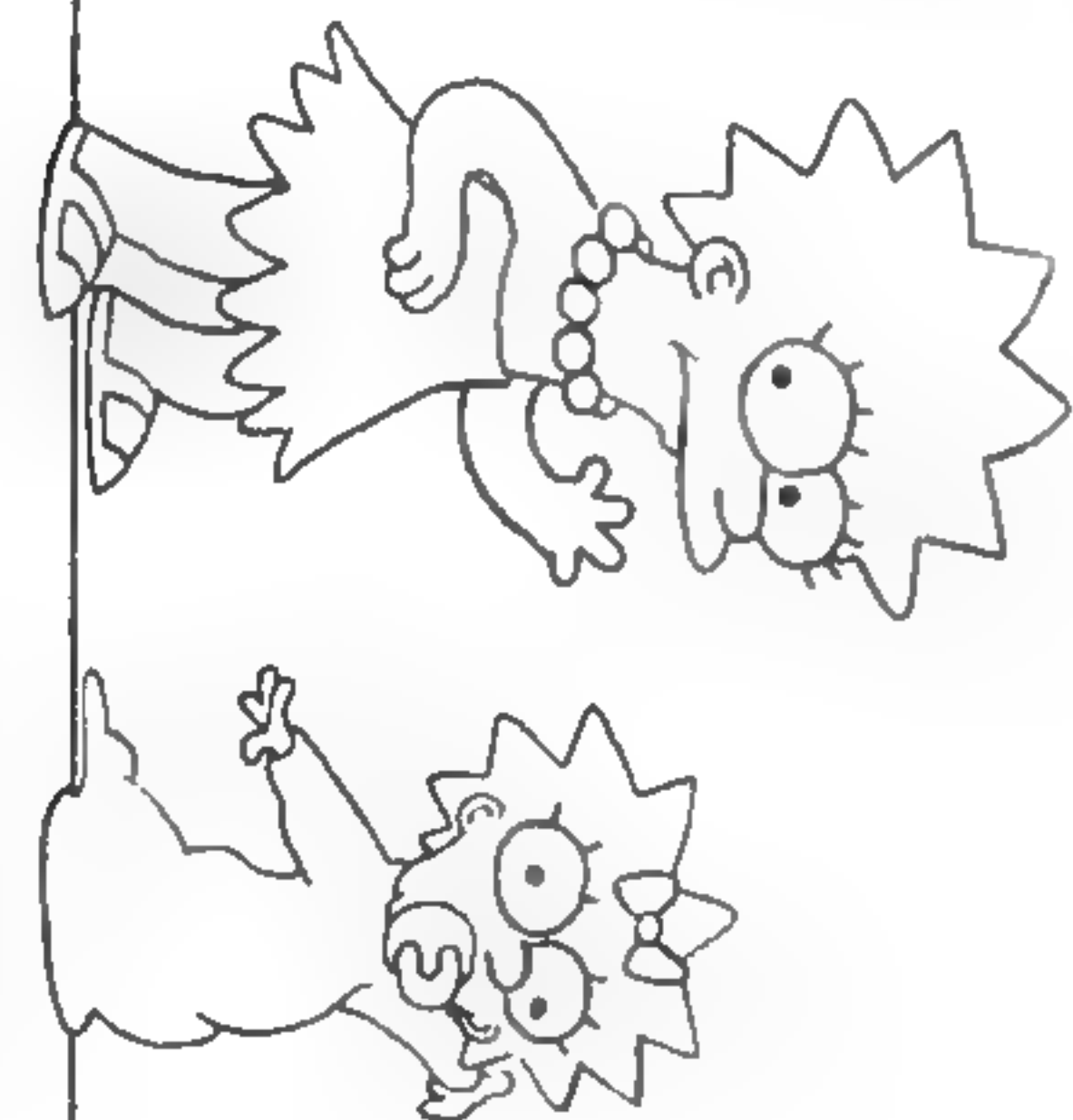
HOMER

MARGE

BART

LISA

MAGGIE



# SIZE CHART





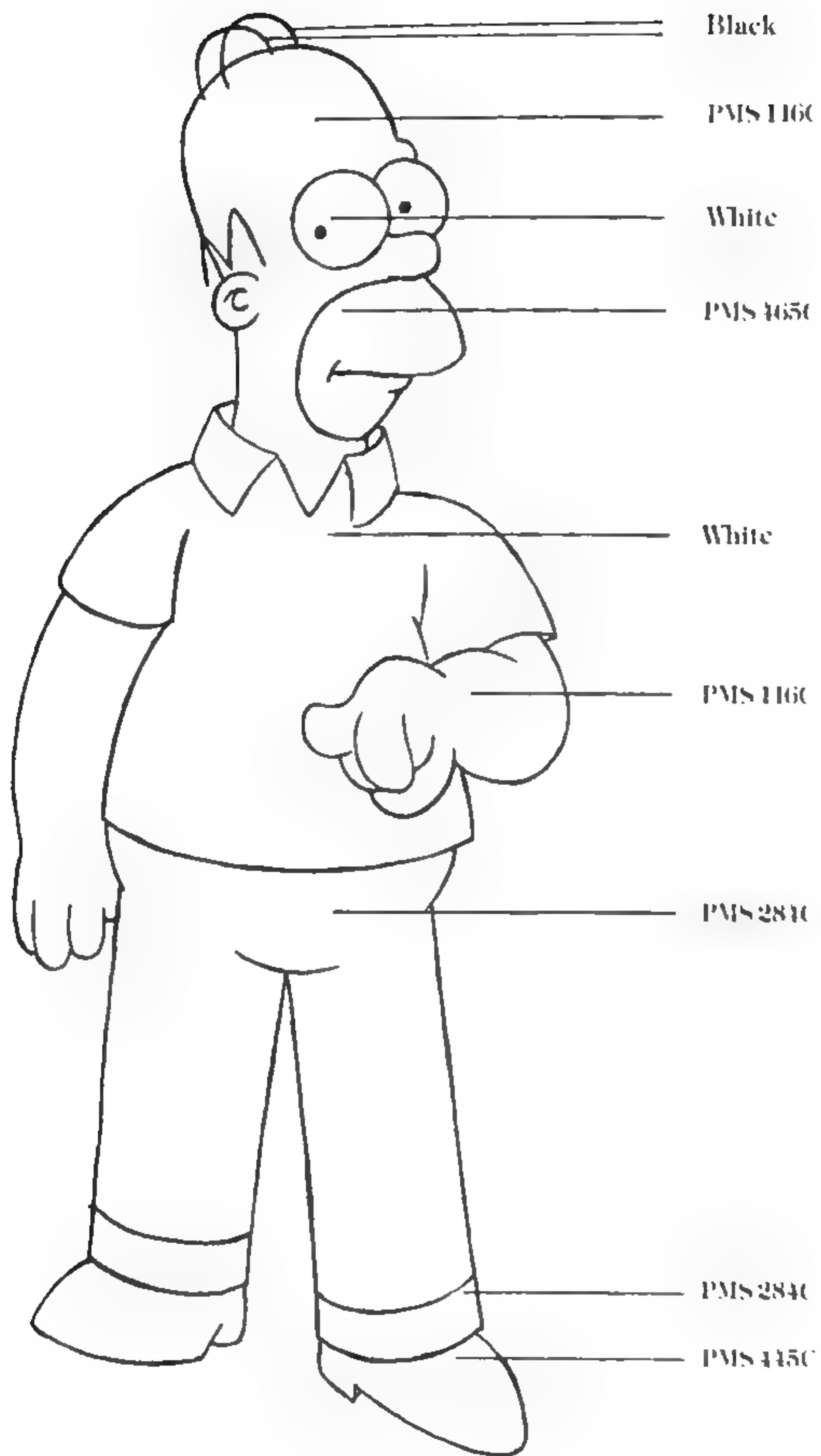




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**HOMER**





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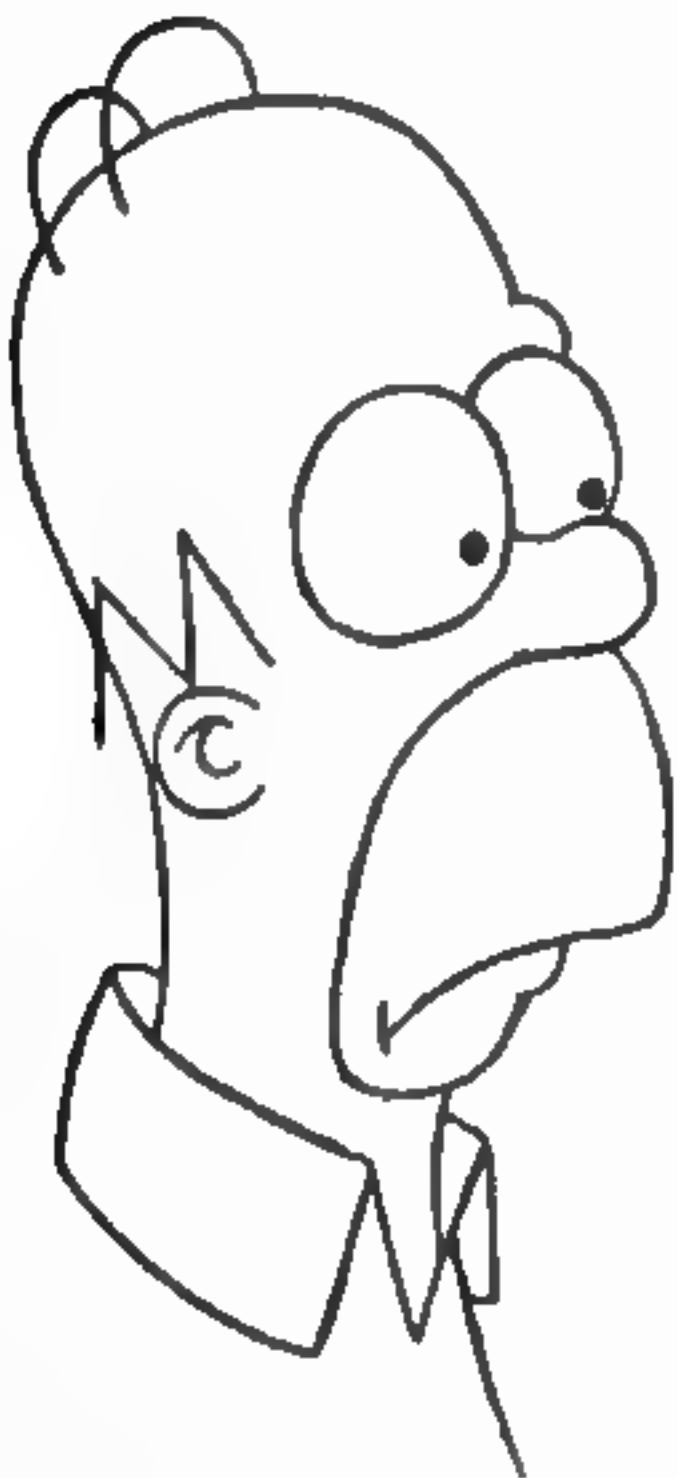
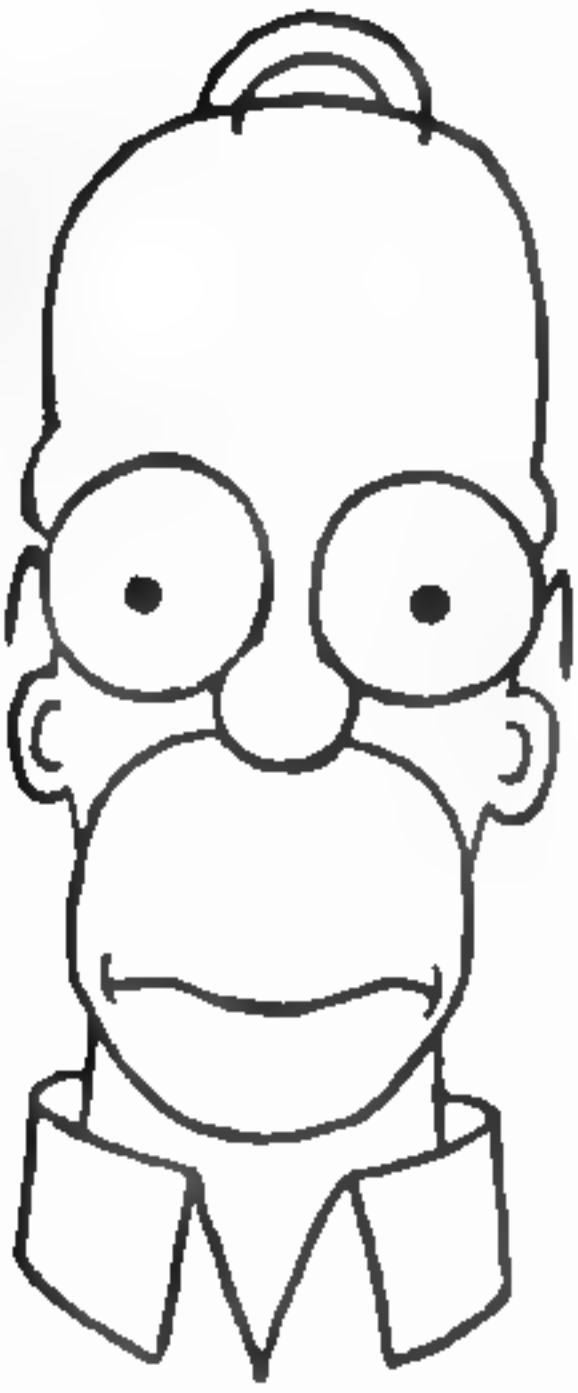
# PMS COLORS

# THE SIMPSONS

## TYPICAL QUOTES: HOMER

- \* "What the--?"
- \* "Why you little--!"
- \* "There is nothing wrong with a father kissing his son, I think."
- \* "Do I smell cupcakes? Do I ever!"
- \* "Hey! Come back here, you little--!"
- \* "Pardon my French!"
- \* "Watch your mouth, you little smartass!"
- \* "Good drink, good meat, good God, let's eat!"
- \* "Go out for the long bomb, Bart!"
- \* "Can the chatter, you little slobs!"
- \* "No problemo!"
- \* "Yyyello!"
- \* "Come here you little...!"
- \* "Remember, as far as anyone knows, we're a nice, normal family."
- \* "Cupcakes? Do I smell cupcakes?"
- \* "Jeez!"





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## FACIAL EXPRESSIONS

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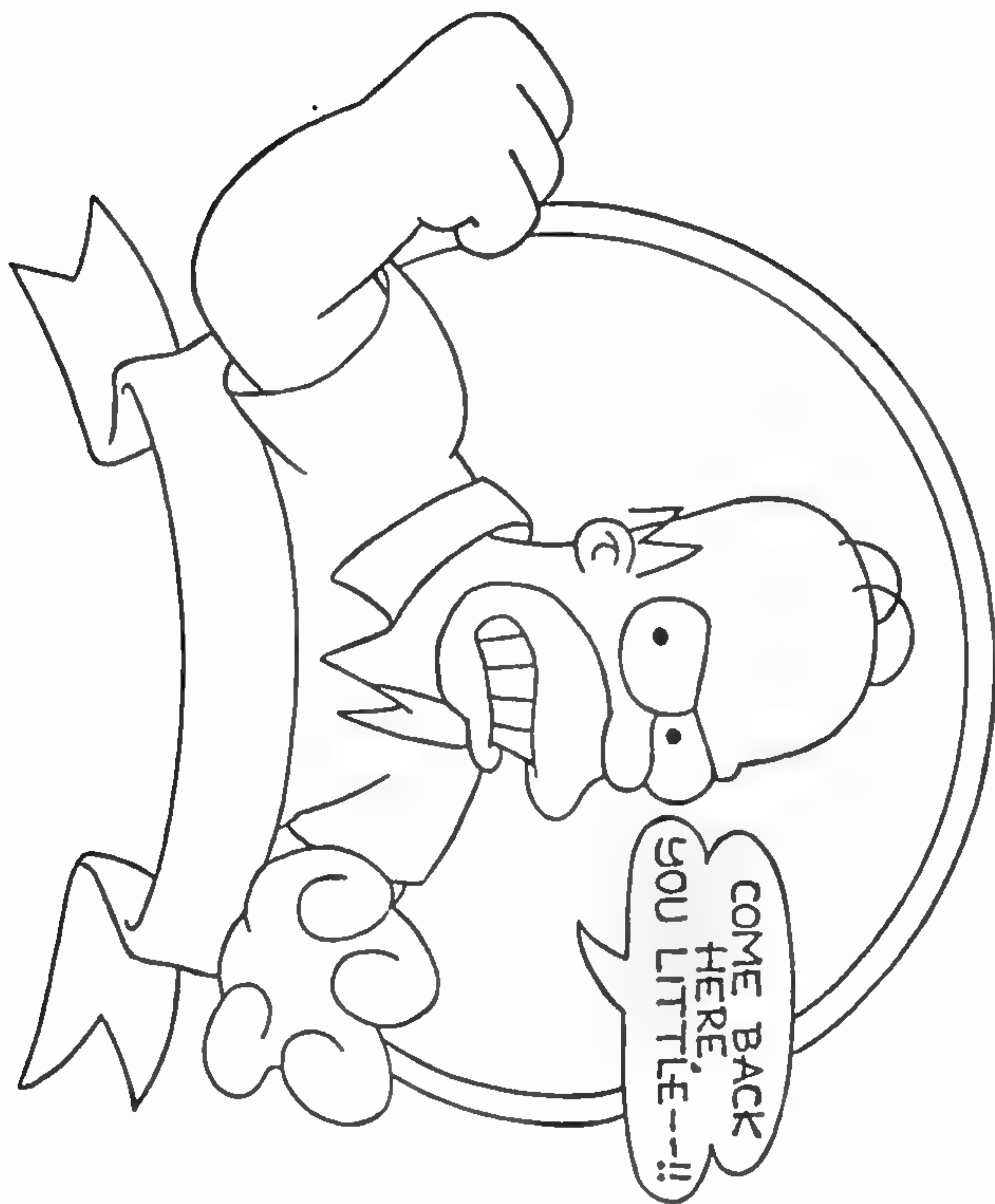
**ACTION POSES**





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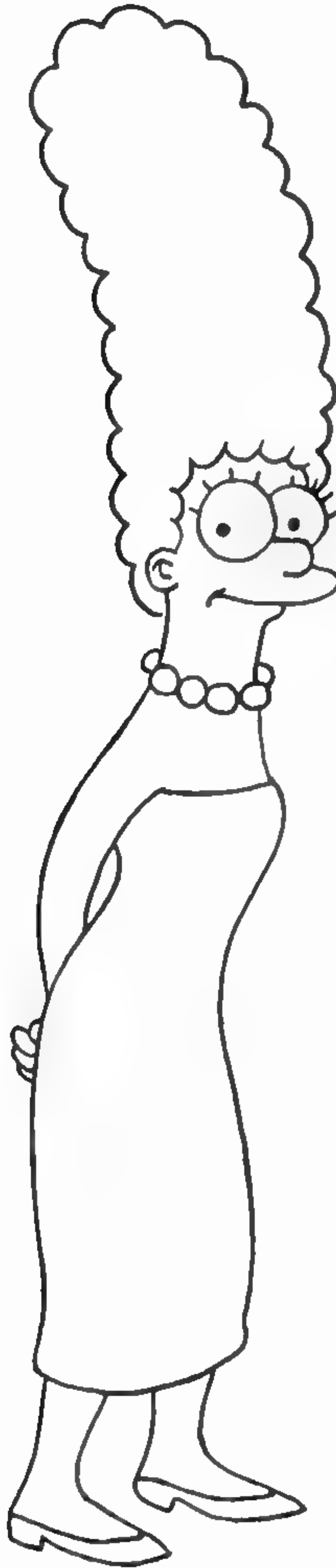
**ACTION POSES**



"ATOMIC DAD",  
HOMER SIMPSON





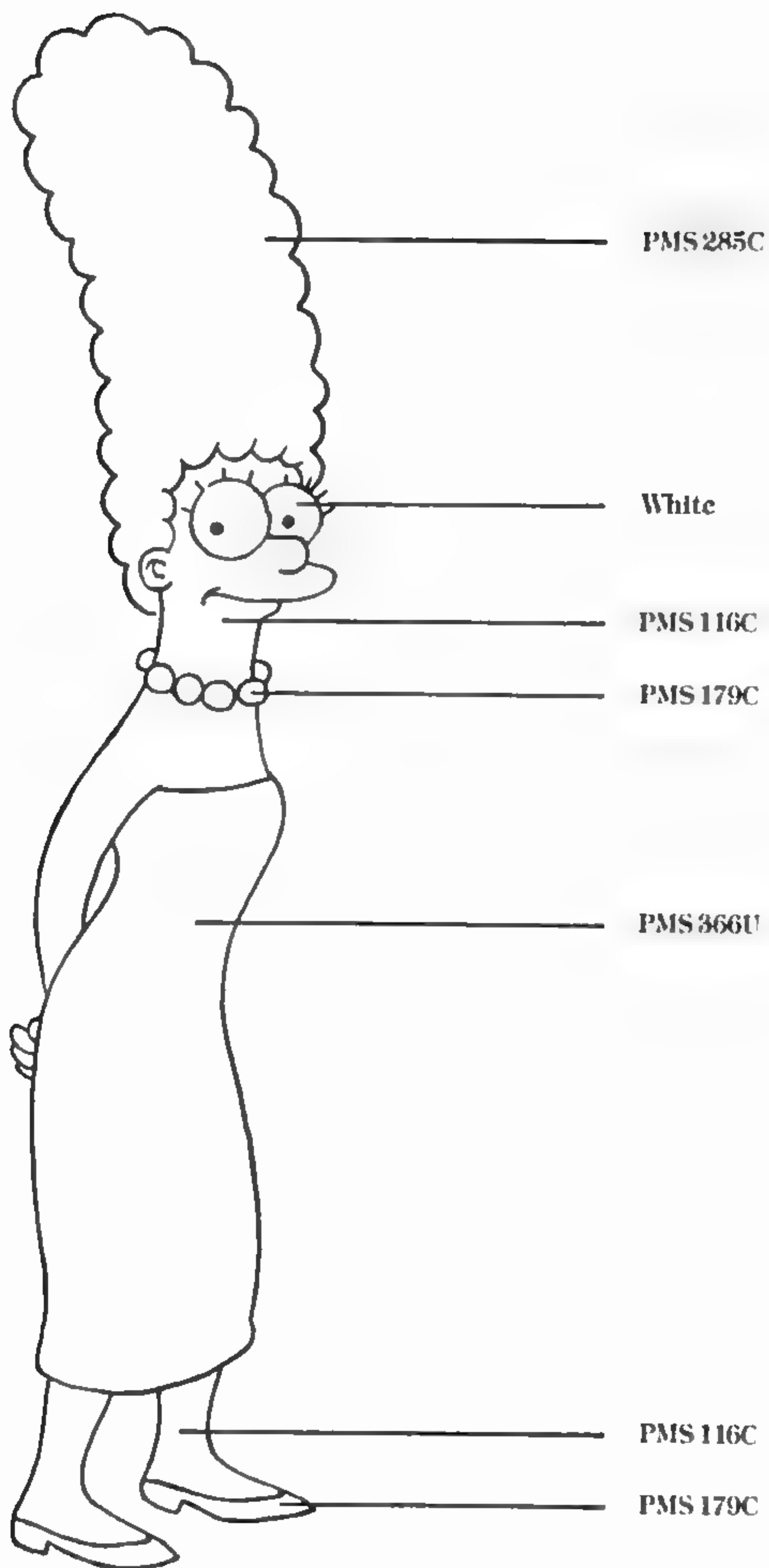


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MARGE

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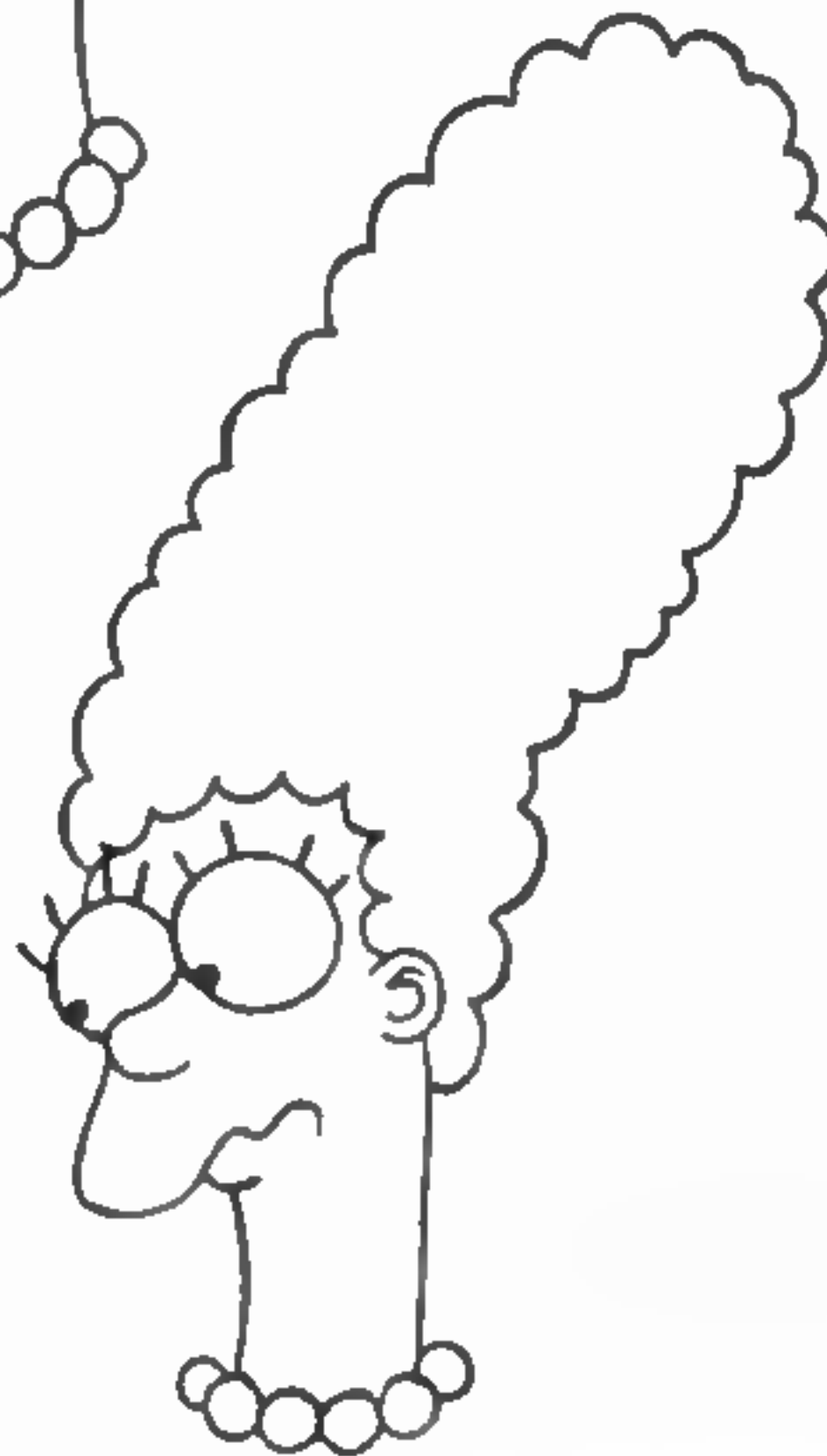
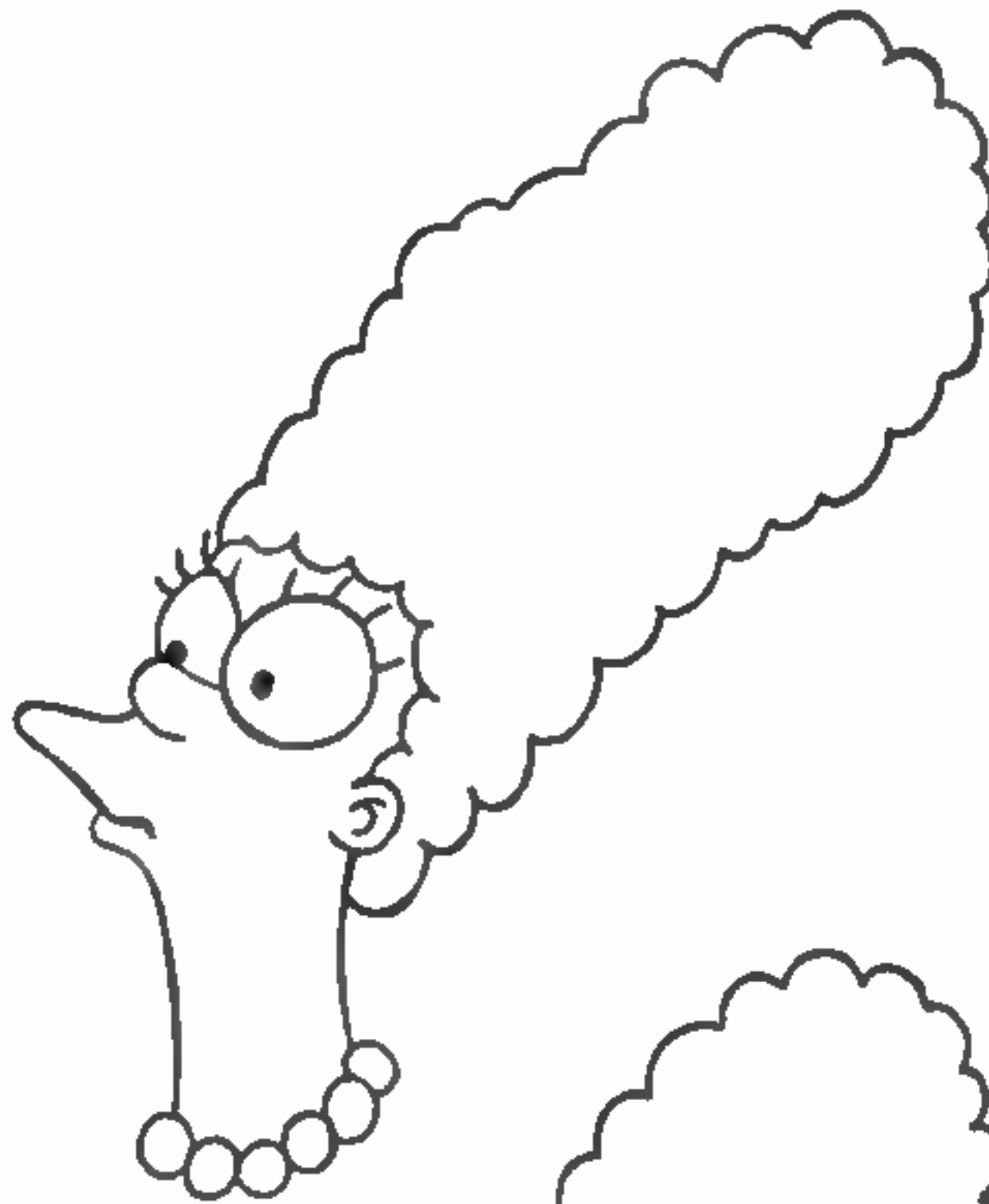
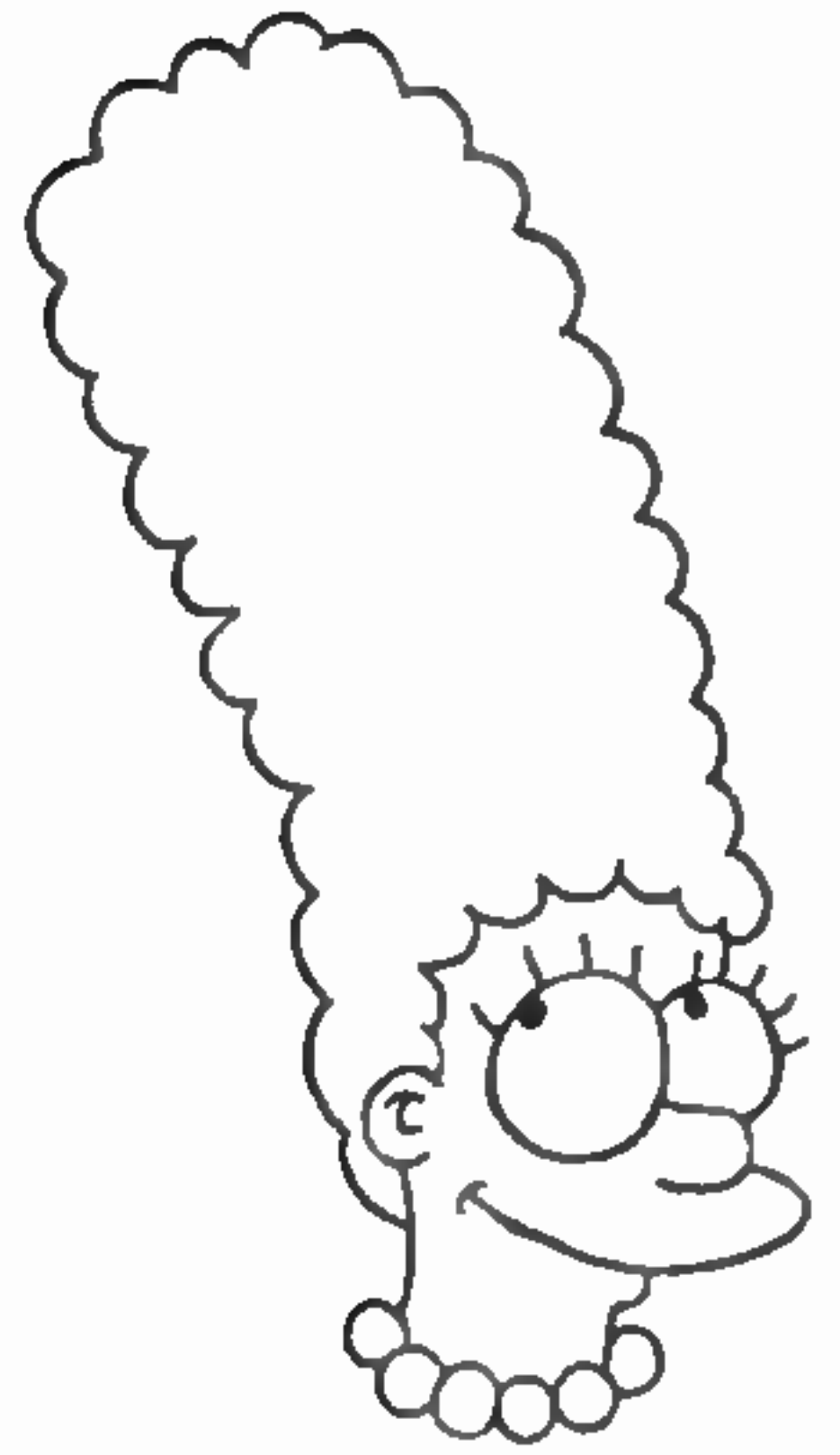
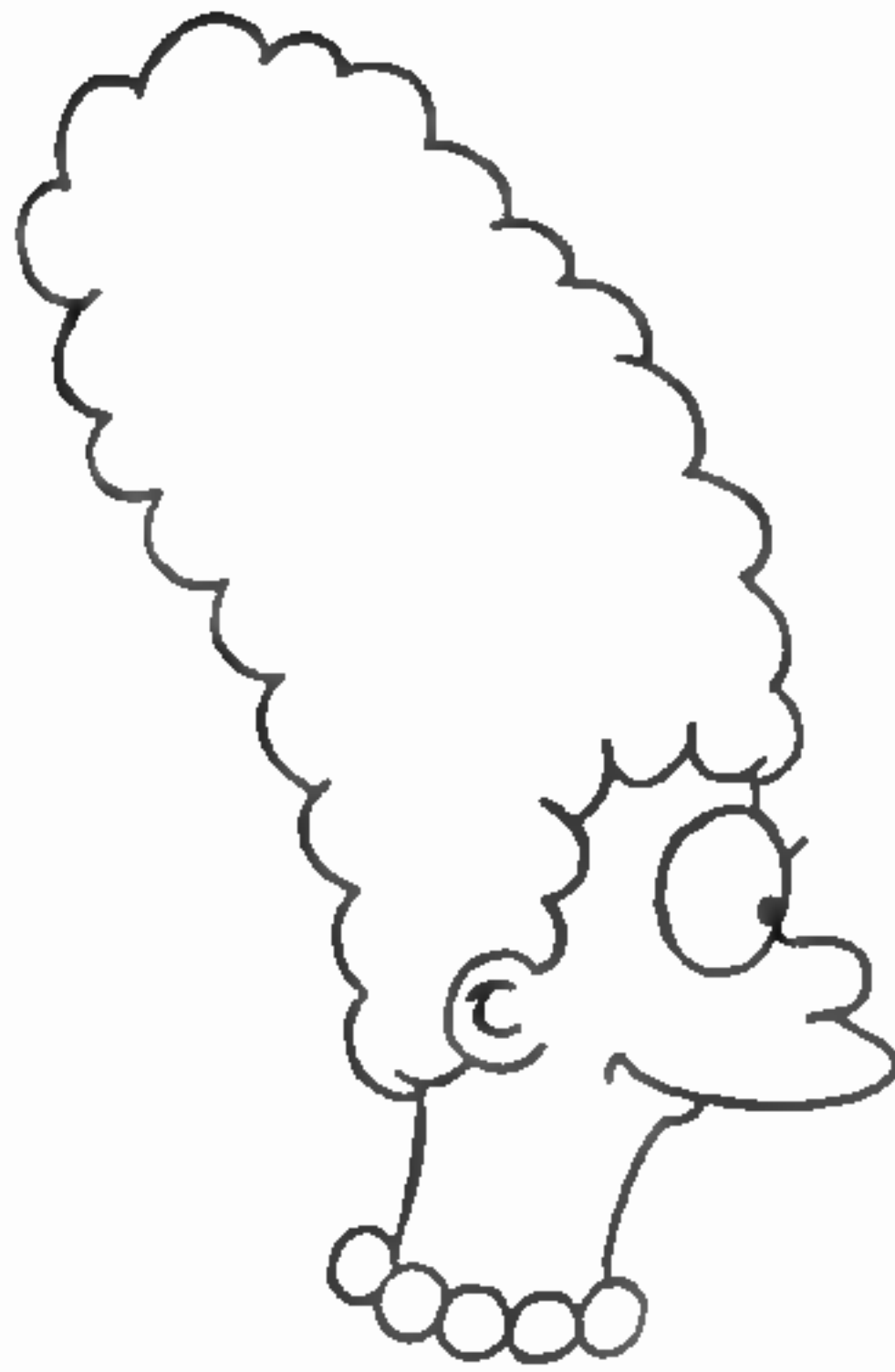
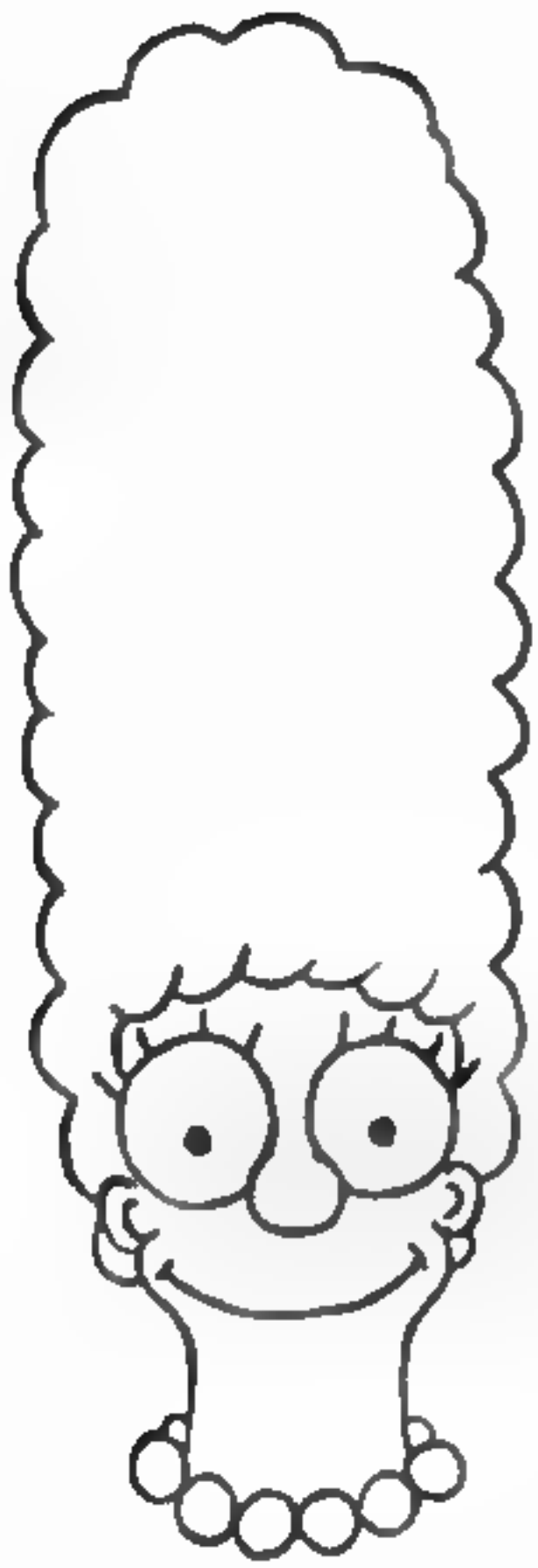
# PMS COLORS

# THE SIMPSONS

## TYPICAL QUOTES: MARGE

- \* "I made your favorite! Smothered pork chops!"
- \* "Viola!"
- \* "Where's that Bart?"
- \* "Yummy and nutritious!"
- \* "Oh, Homer, I'm so proud of you!"
- \* "Wait! Don't forget your lunches!"
- \* "Oh, homer..."
- \* "No! I don't want to hear another word about it."
- \* "There there, Homer."





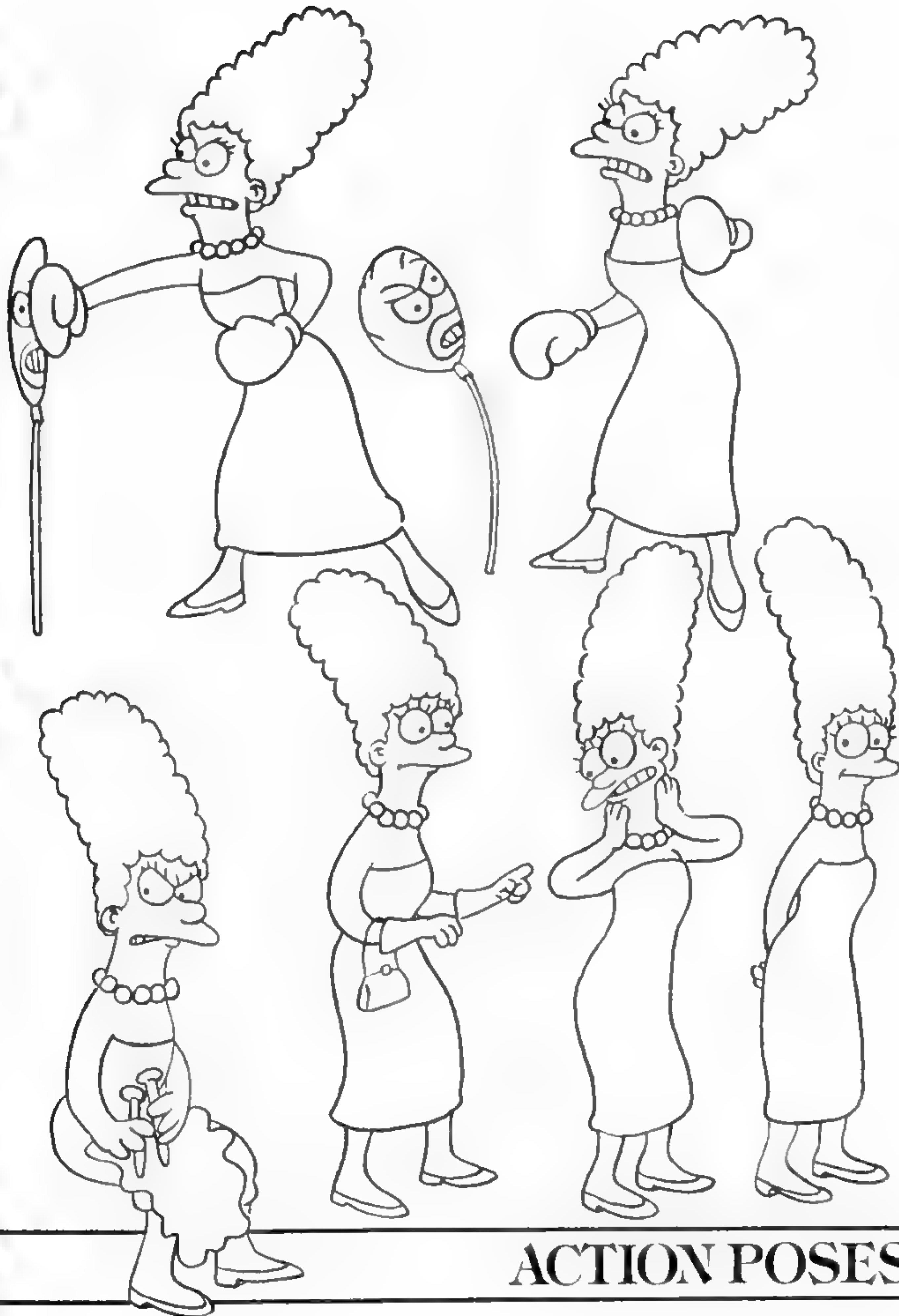
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**FACIAL EXPRESSIONS**

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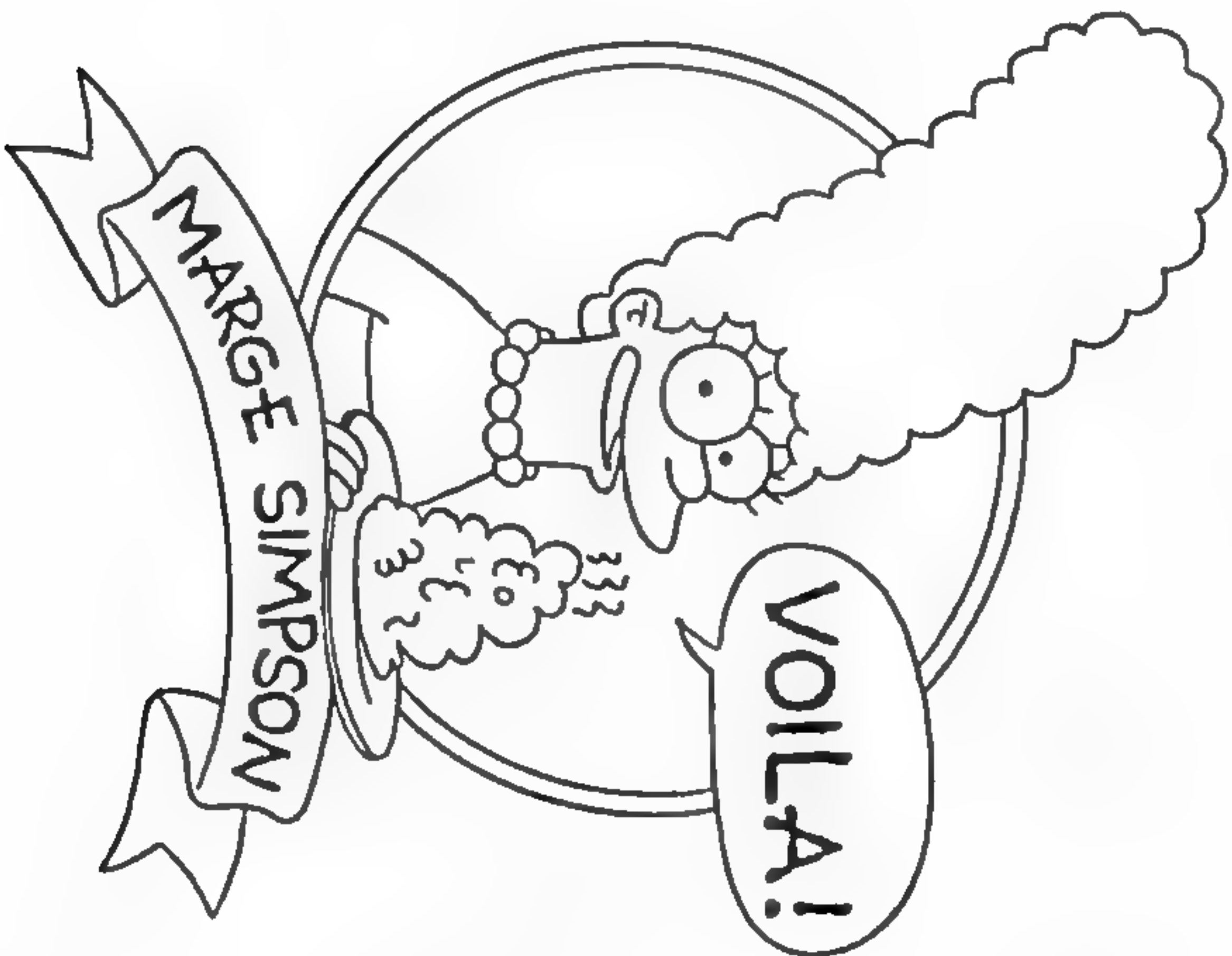
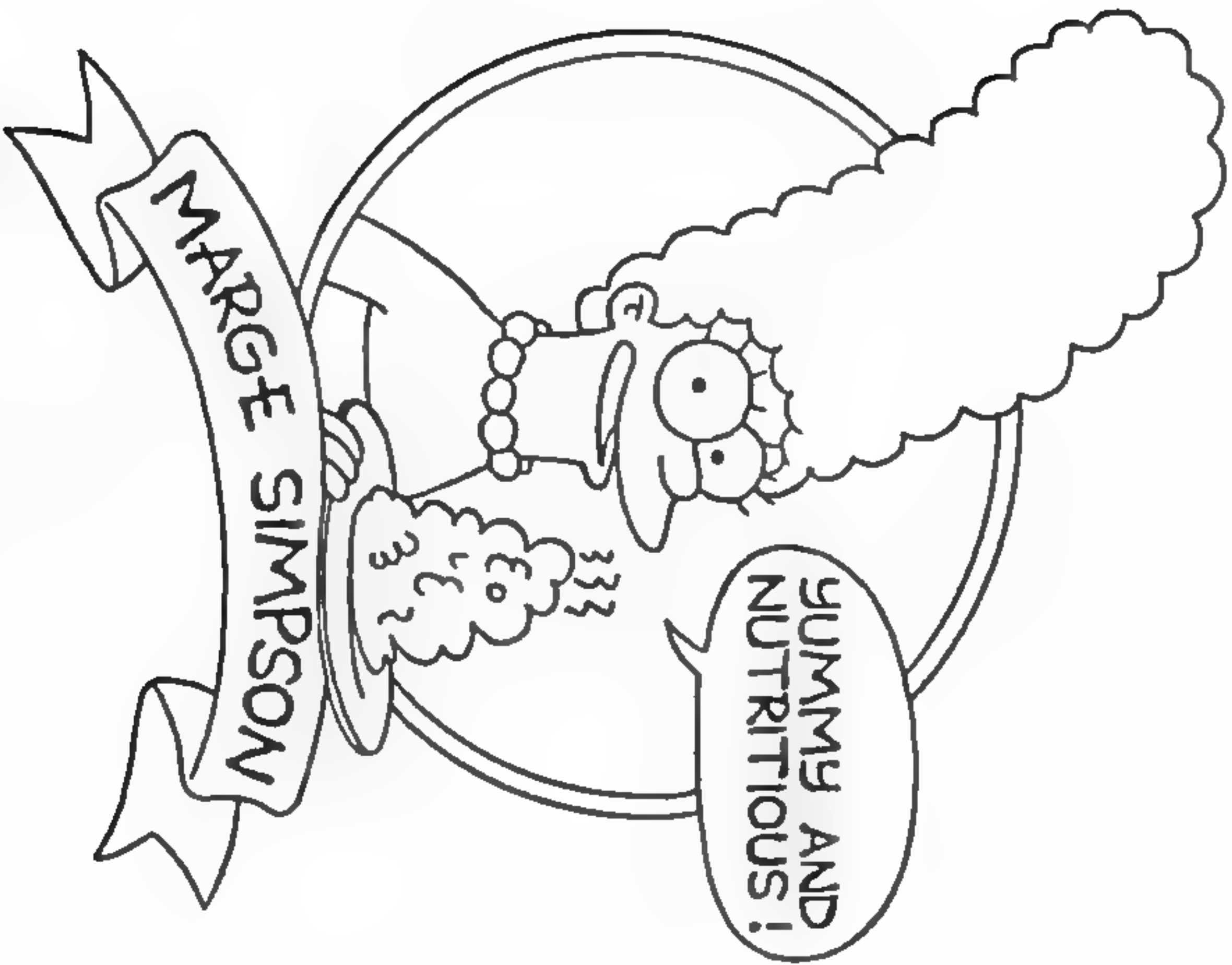


**ACTION POSES**



**ACTION POSES**





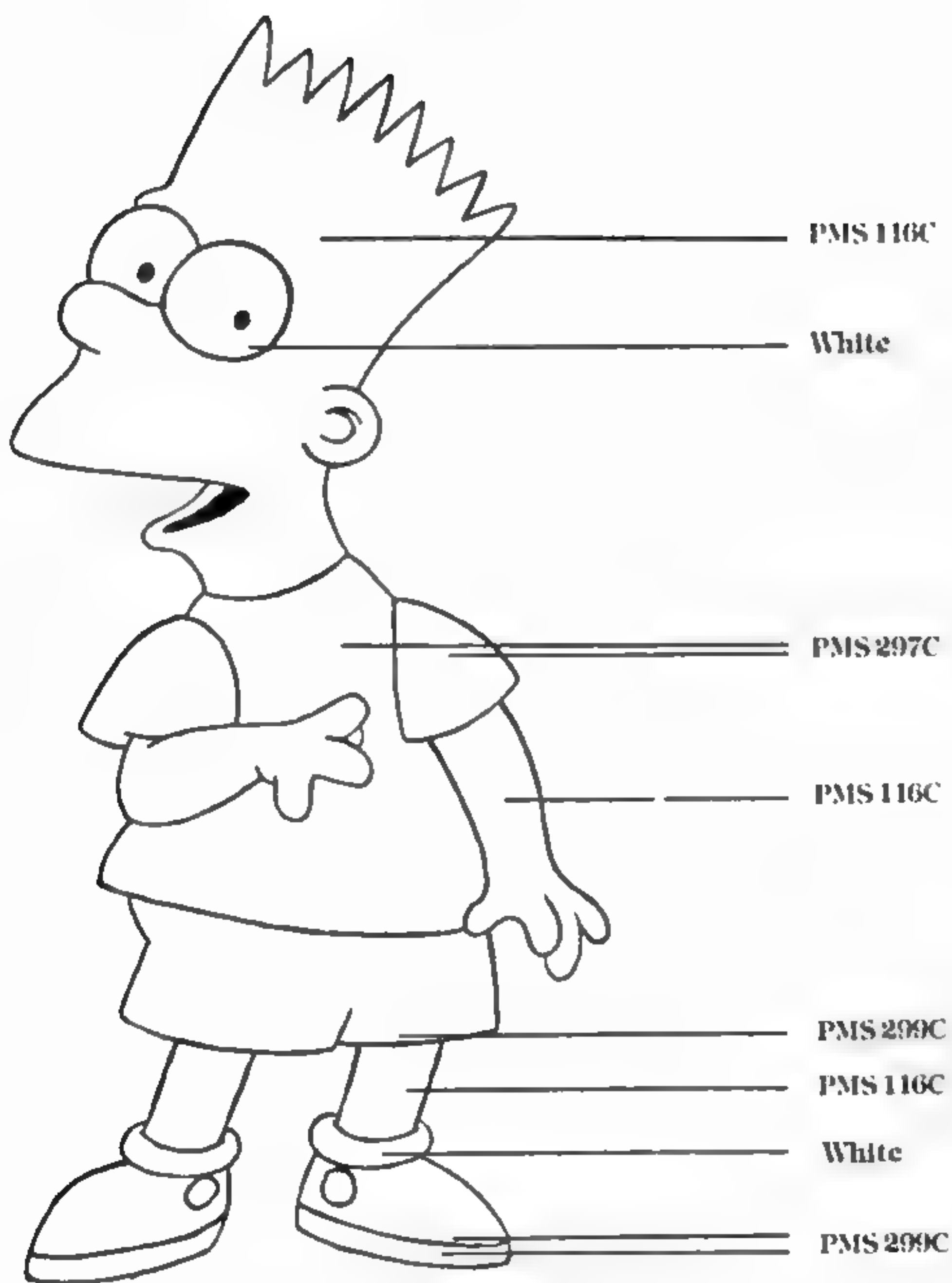




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**B**ART



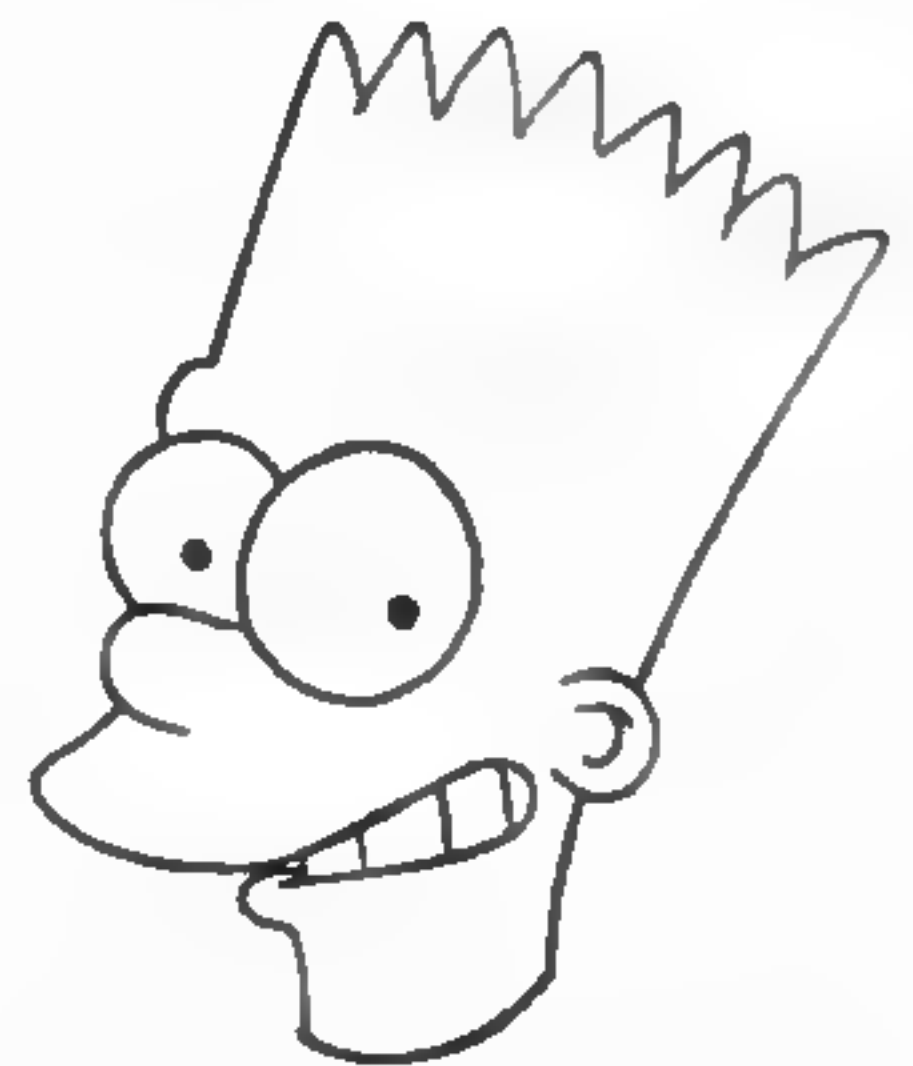
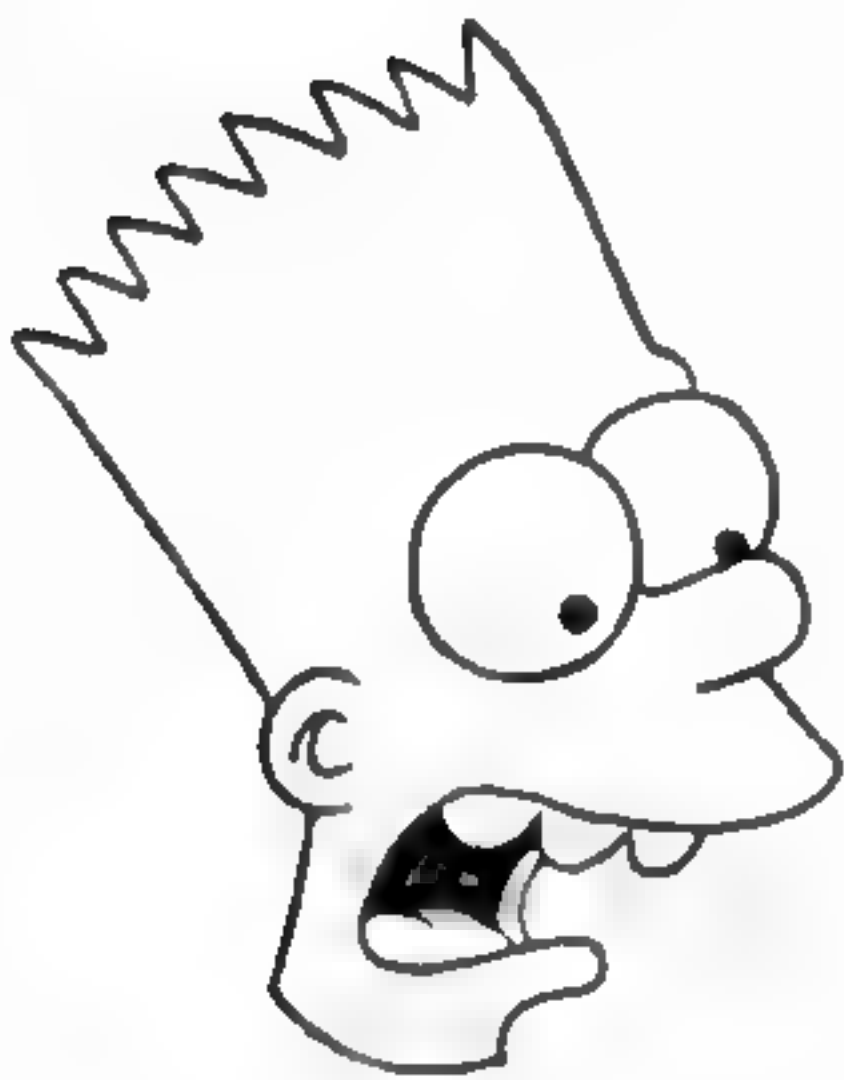
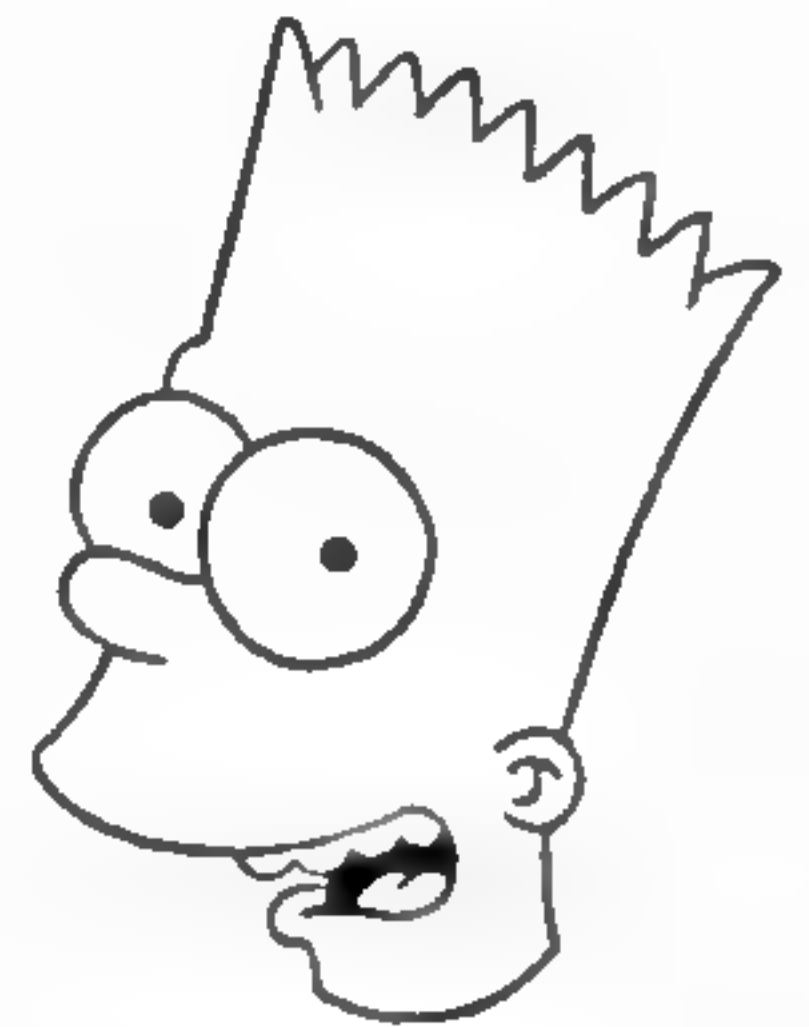
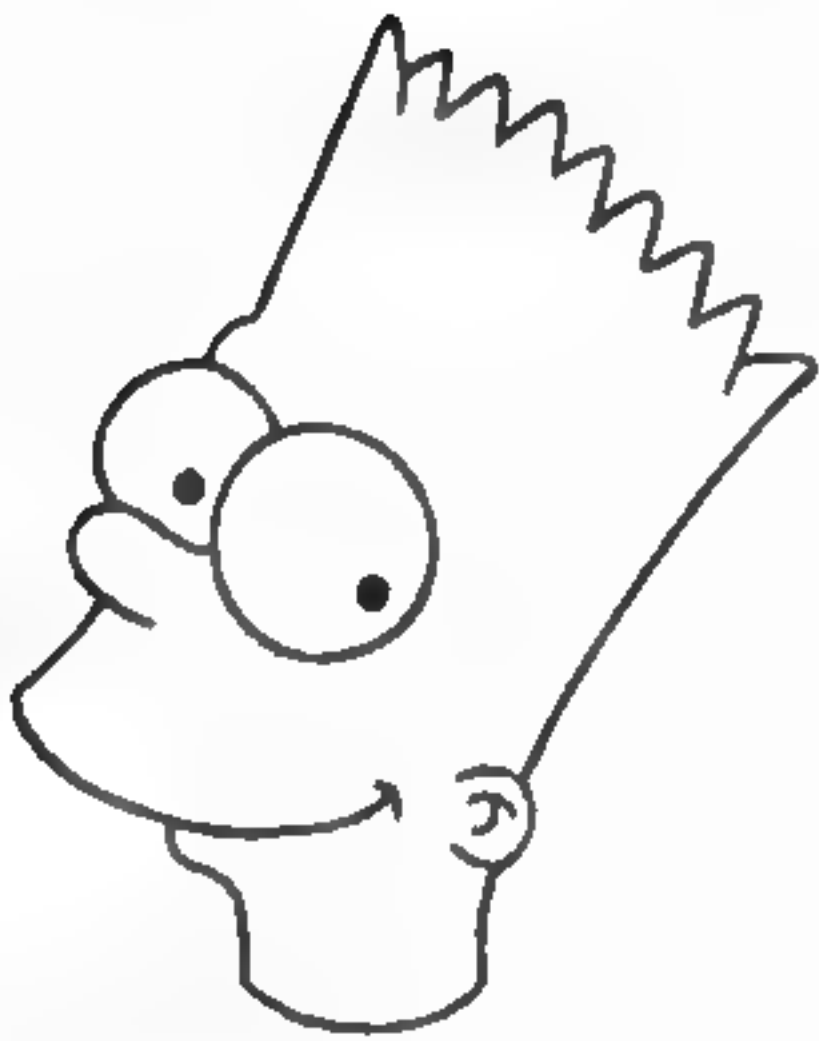
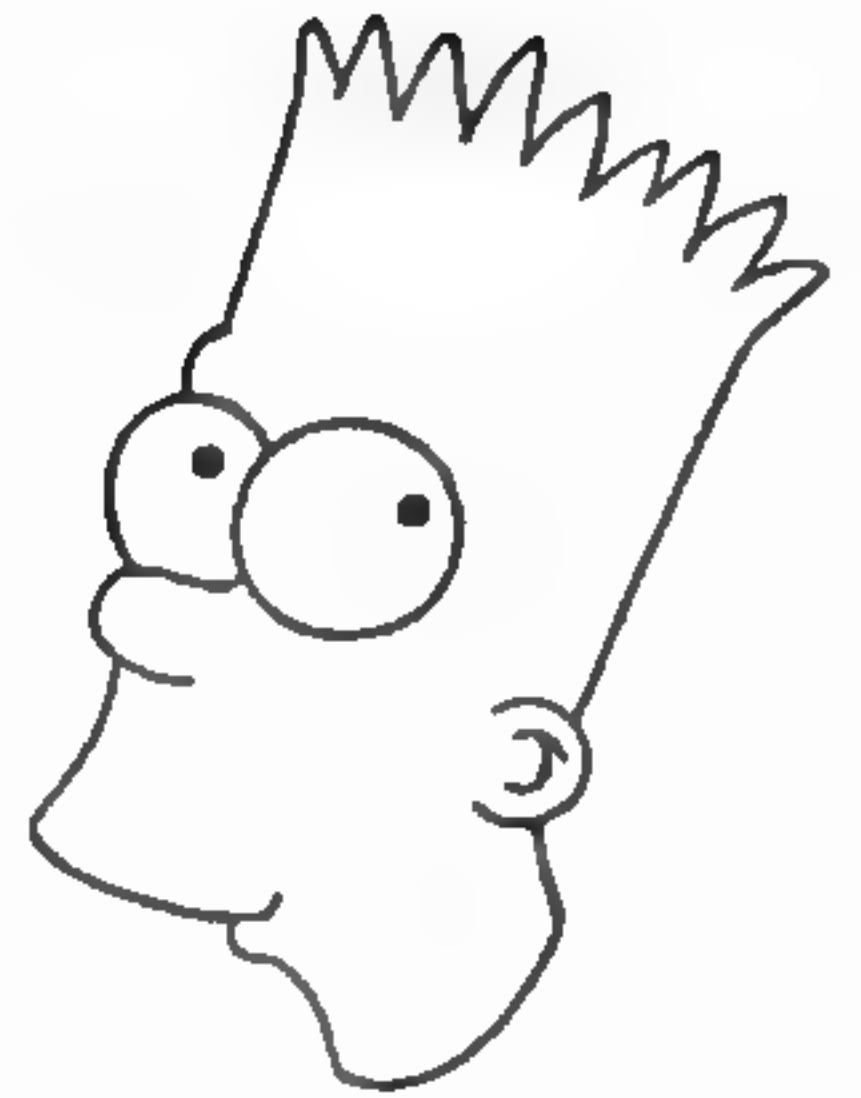
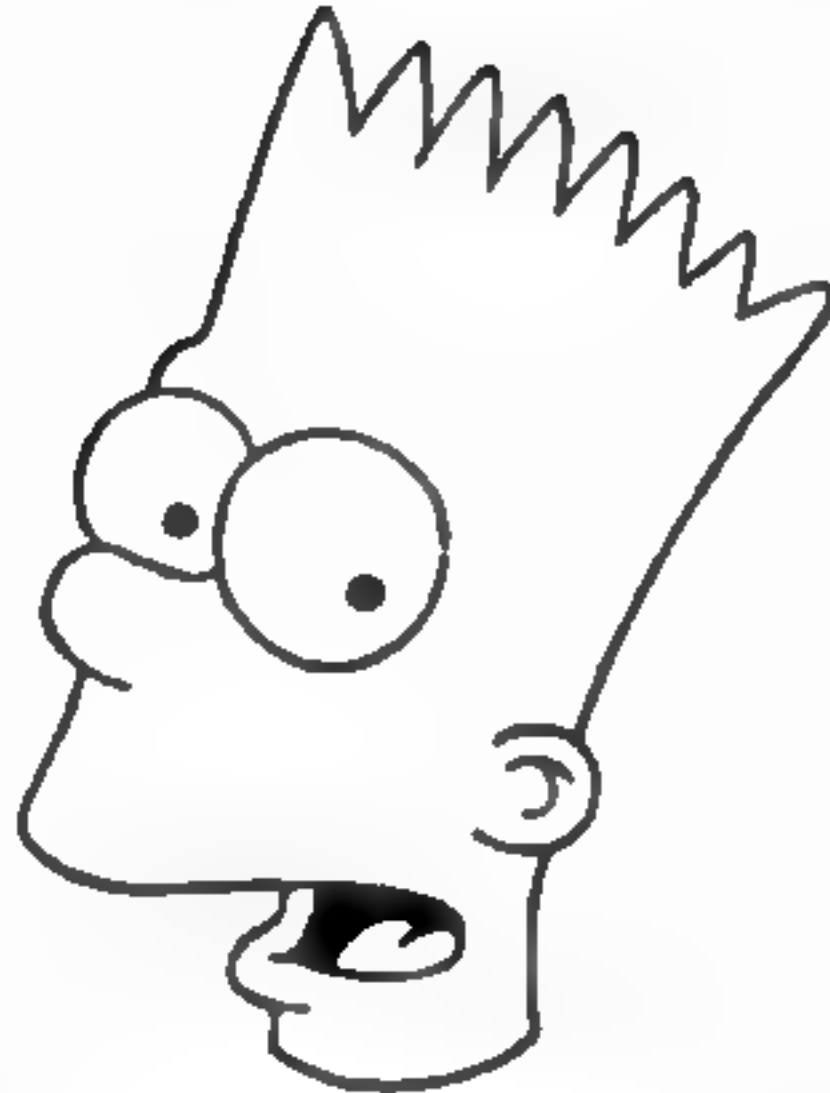
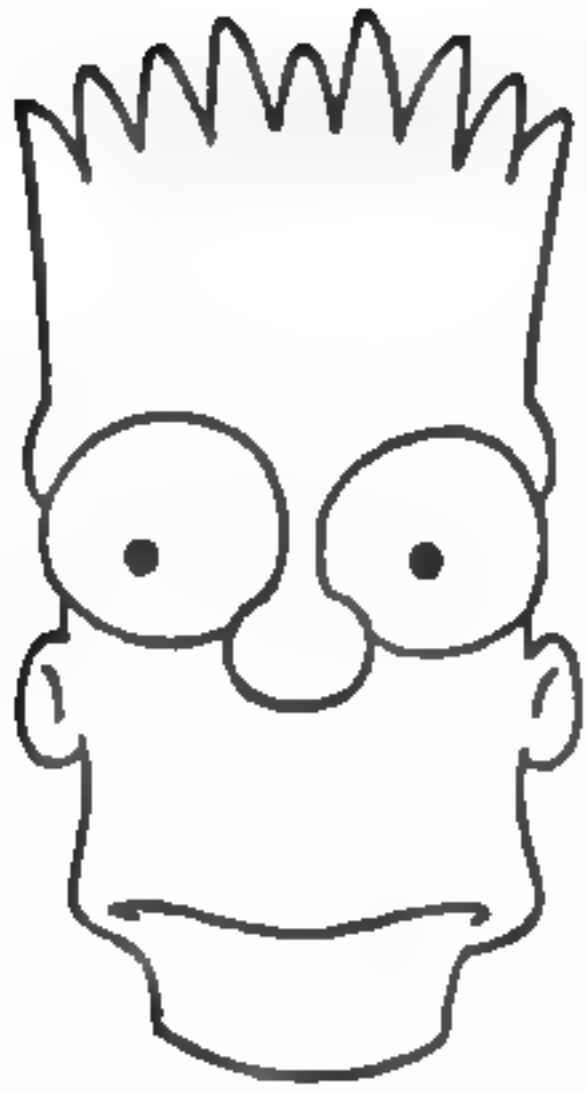


**PMS COLORS**

# THE SIMPSONS

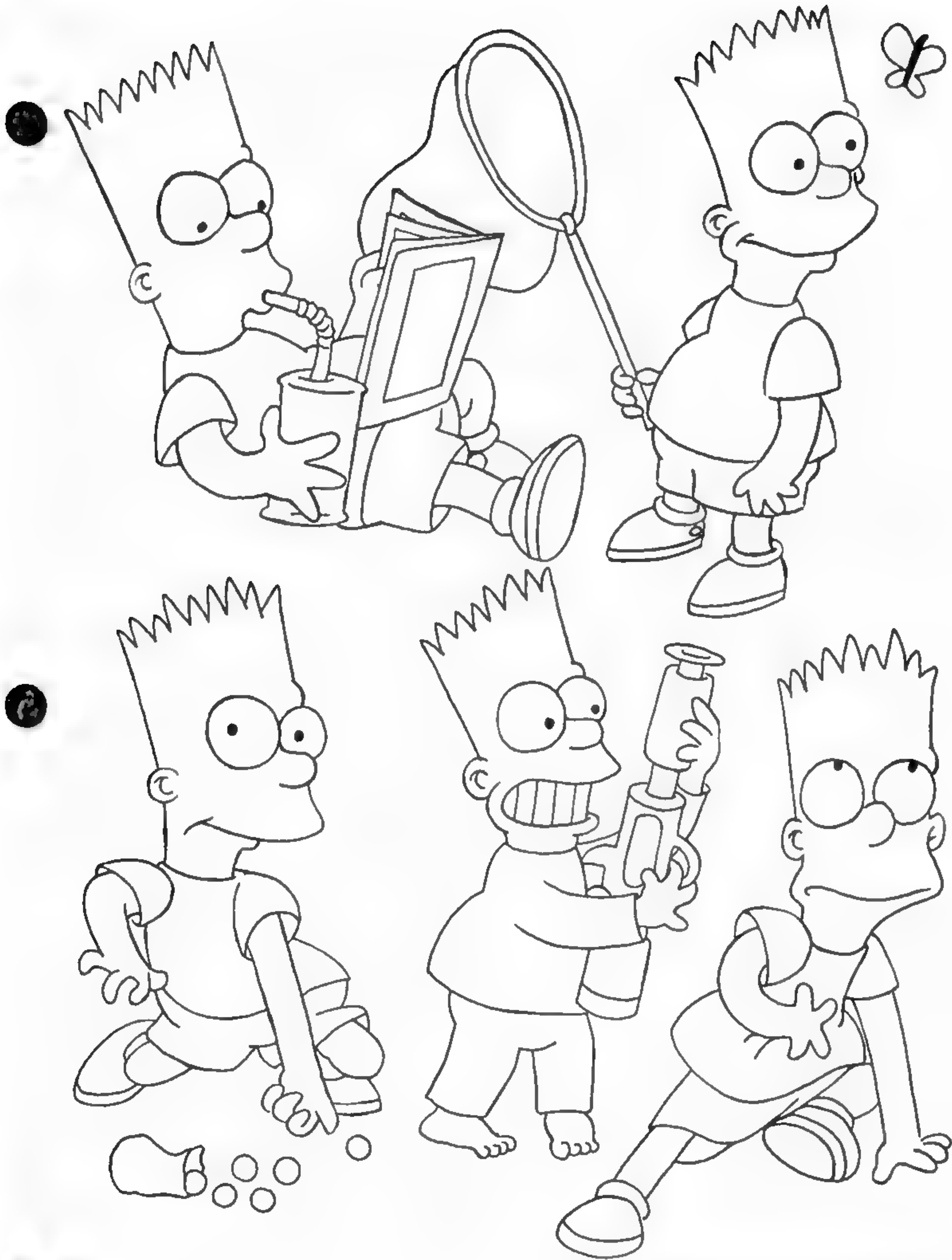
## TYPICAL QUOTES: BART

- \* "No way, dude!"
- \* "Cool man!"
- \* "Go for it, dude!"
- \* "Right on, dude!" (man)
- \* "Aw, c'mon, man!" (Dad)
- \* "Wow, man!"
- \* "Don't have a cow, man!"
- \* "Gimme a break!"
- \* "What a baby!"
- \* "Check it out, man!"
- \* "Eat my shorts!" (man)
- \* "Touche"
- \* "Jingle bells, Batman smells, Robin laid an egg.  
Batmobile broke its wheel, Joker got away."
- \* "Aye carumba!"
- \* "Whoa mama!"
- \* "I have an announcement to make, I'm...(bored,  
tired, leaving)"
- \* "I didn't do it. Nobody saw me do it. You  
can't prove anything!"
- \* "Cool your jets, man!"
- \* "Gangway, man!"
- \* "All right!"
- \* "Yo, dudes!"
- \* "Gross, man!"
- \* "I'm Bart Simpson! "Who the hell are you?"
- \* "No way, man!"
- \* "Smooth move, man!"
- \* "Don't have a cow, Homer!"
- \* "Fun has a name and it's Bartholomew J.  
Simpson!"



# FACIAL EXPRESSIONS

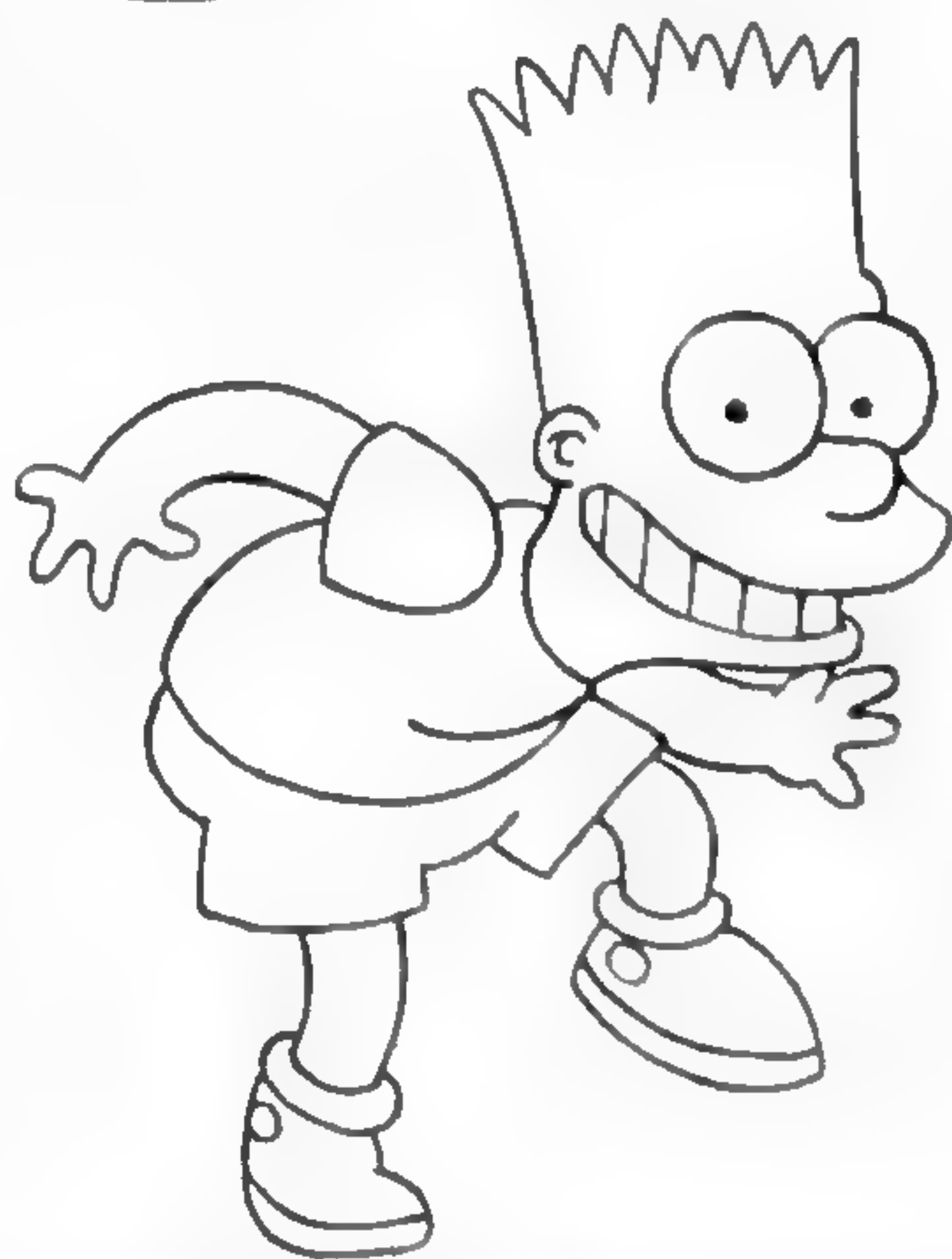
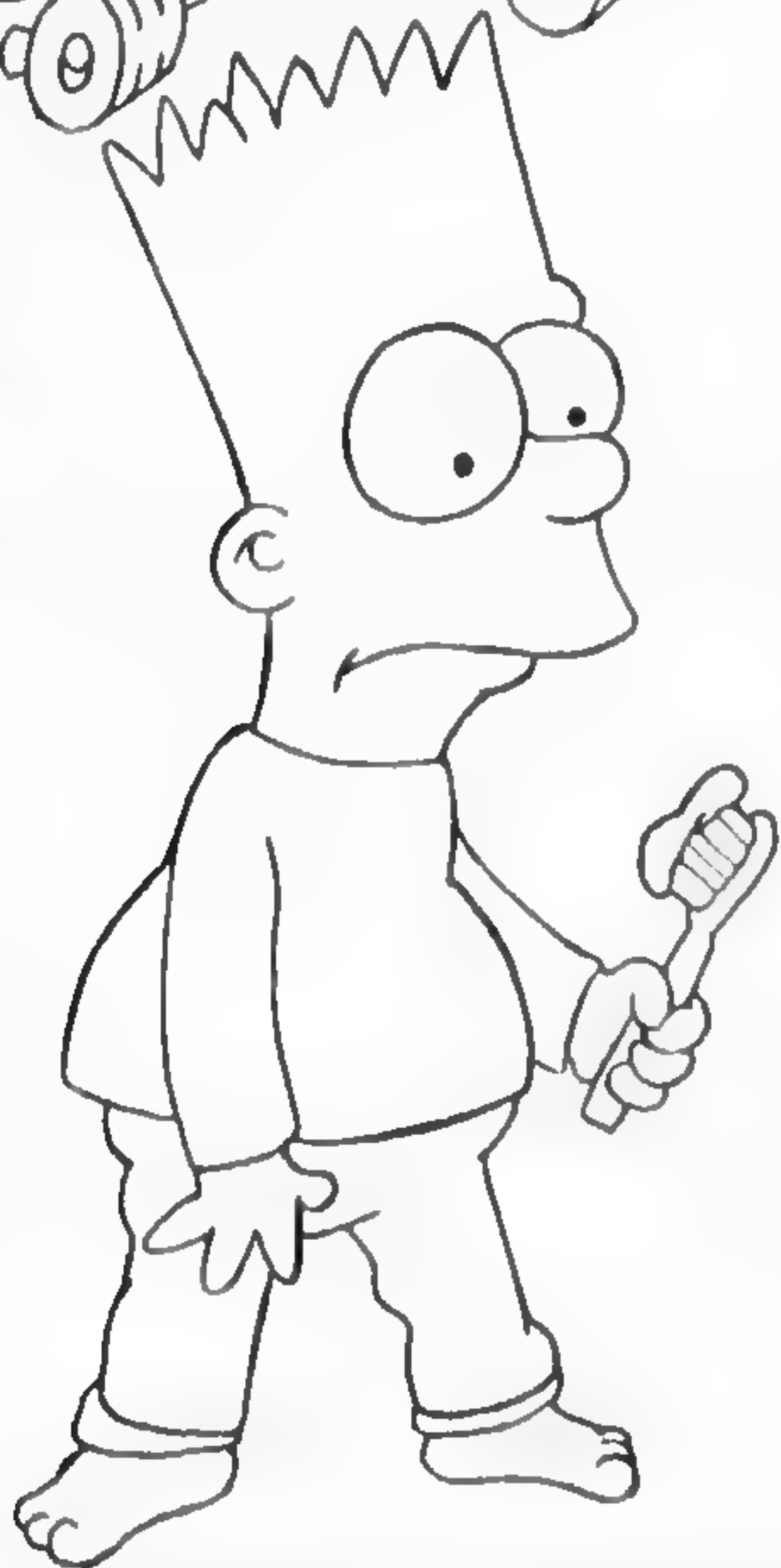
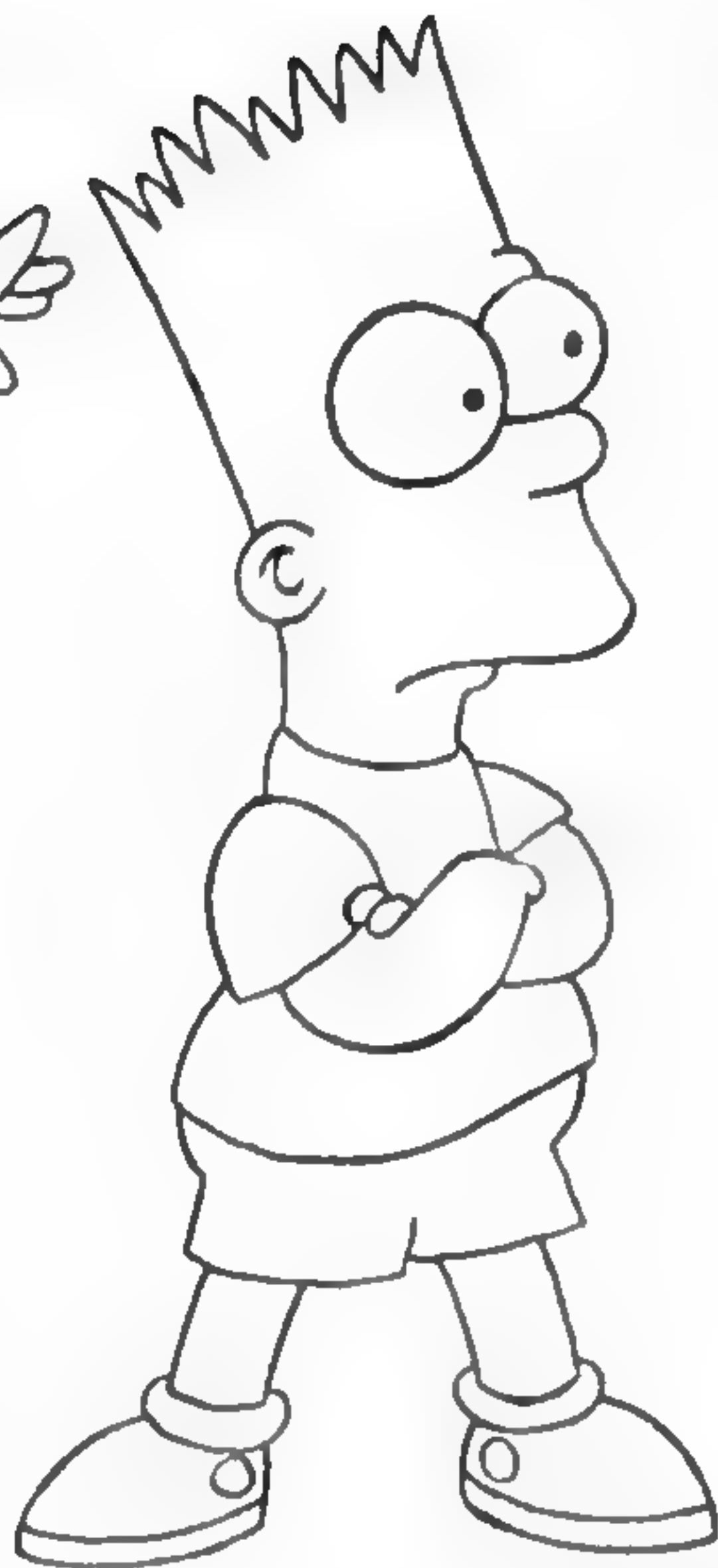




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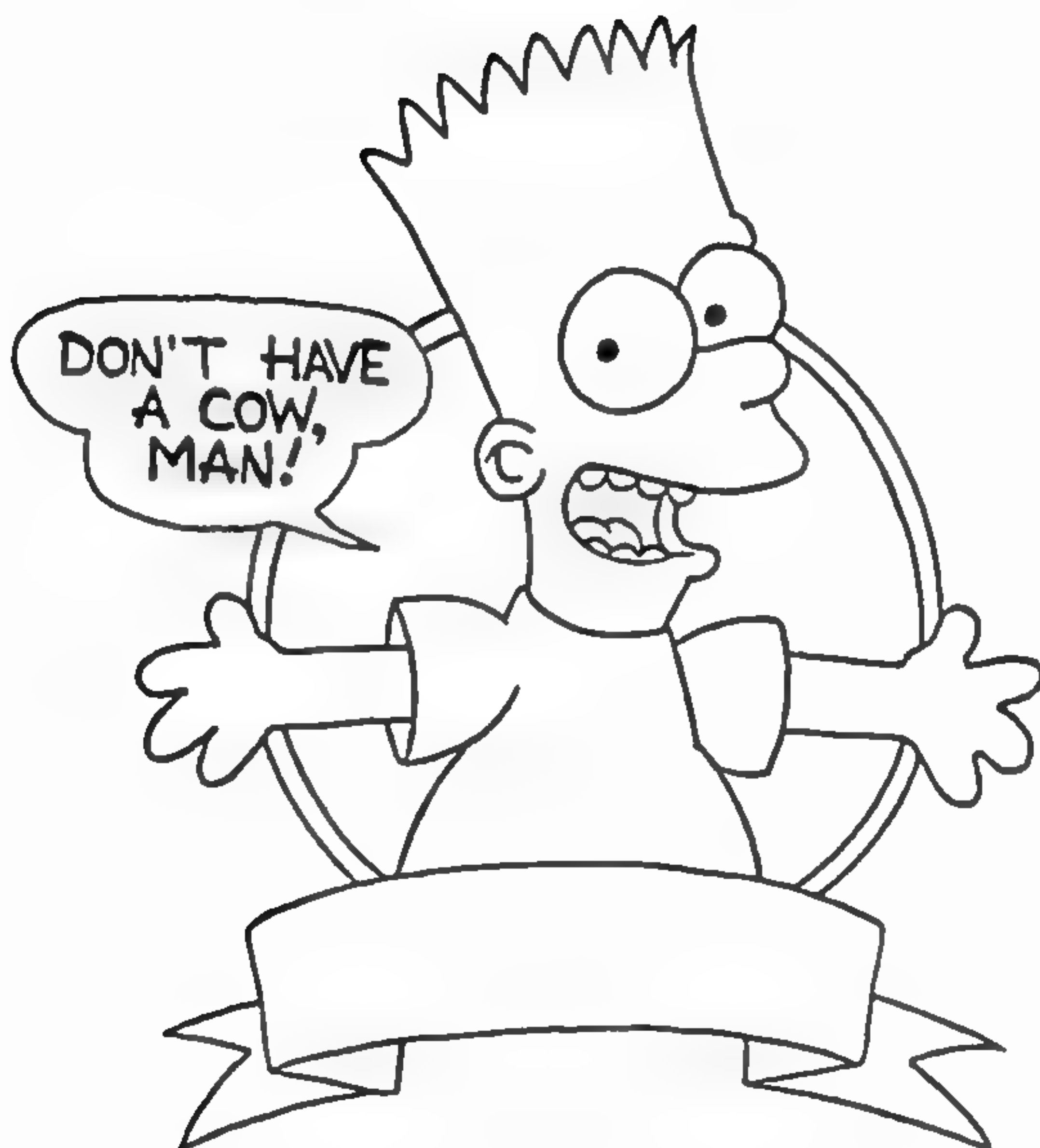
**ACTION POSES**

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**ACTION POSES**





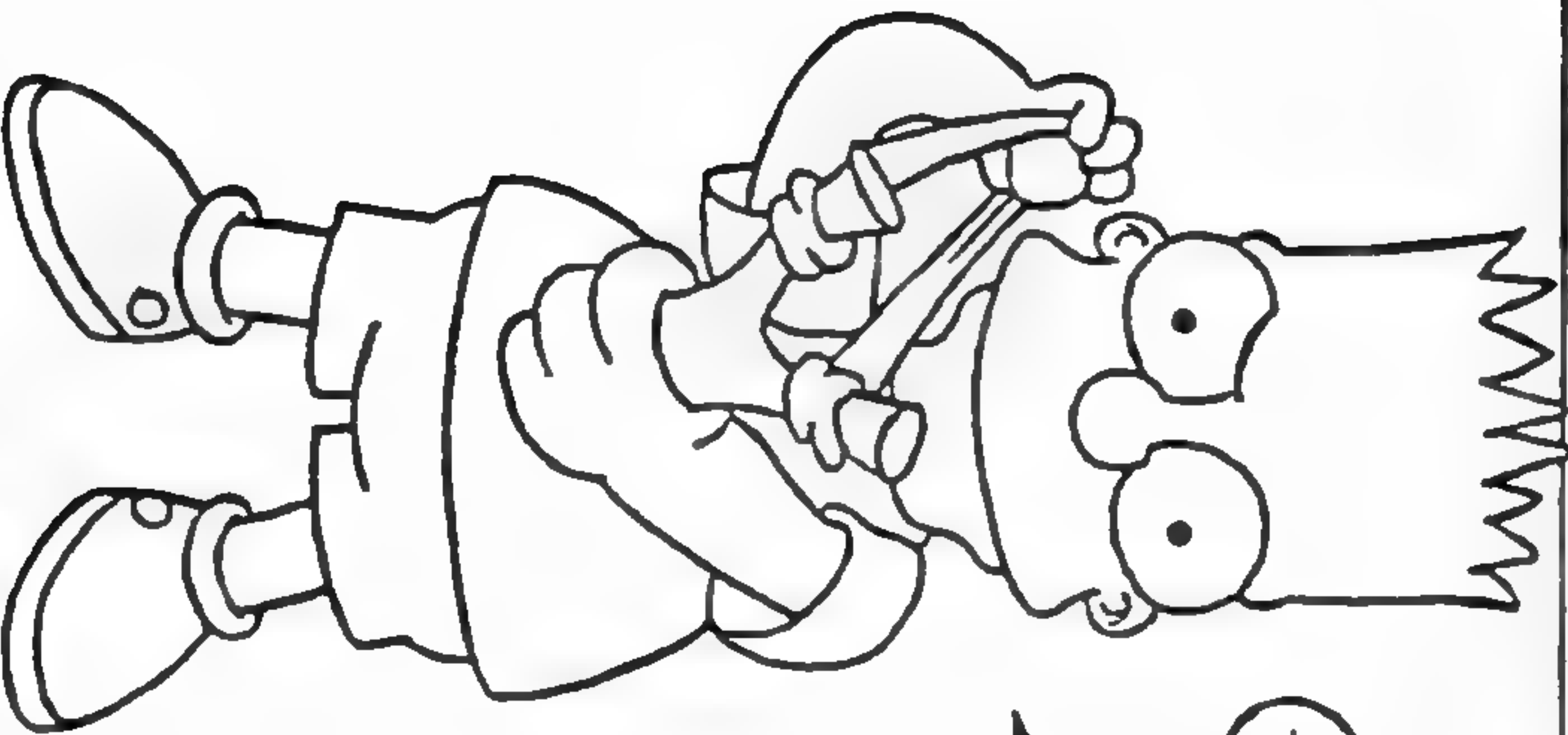


GO FOR IT,  
DUDE !!



"UNDERACHIEVER"

Wwww



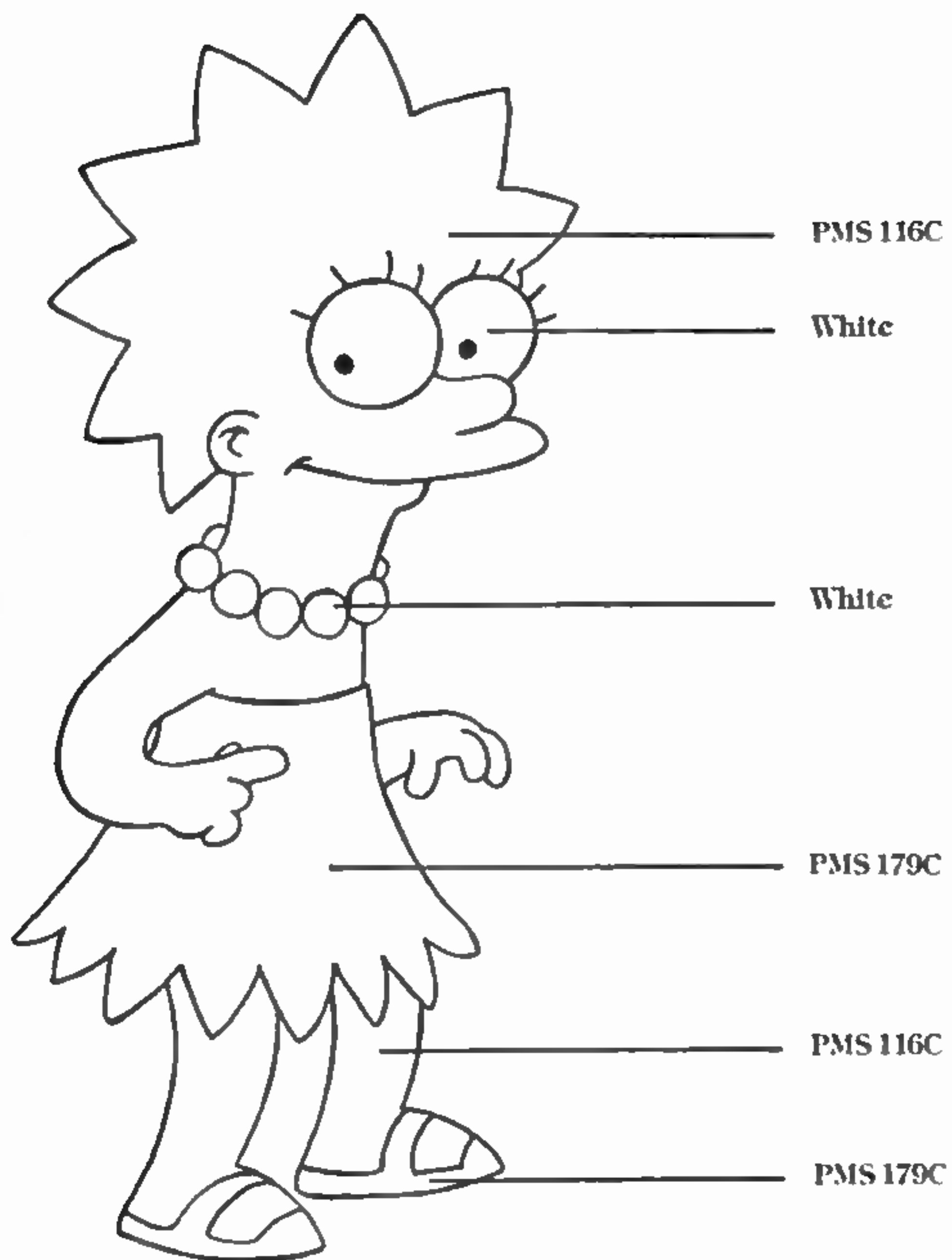
AND PROUD  
OF IT,  
MAN!





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LISA



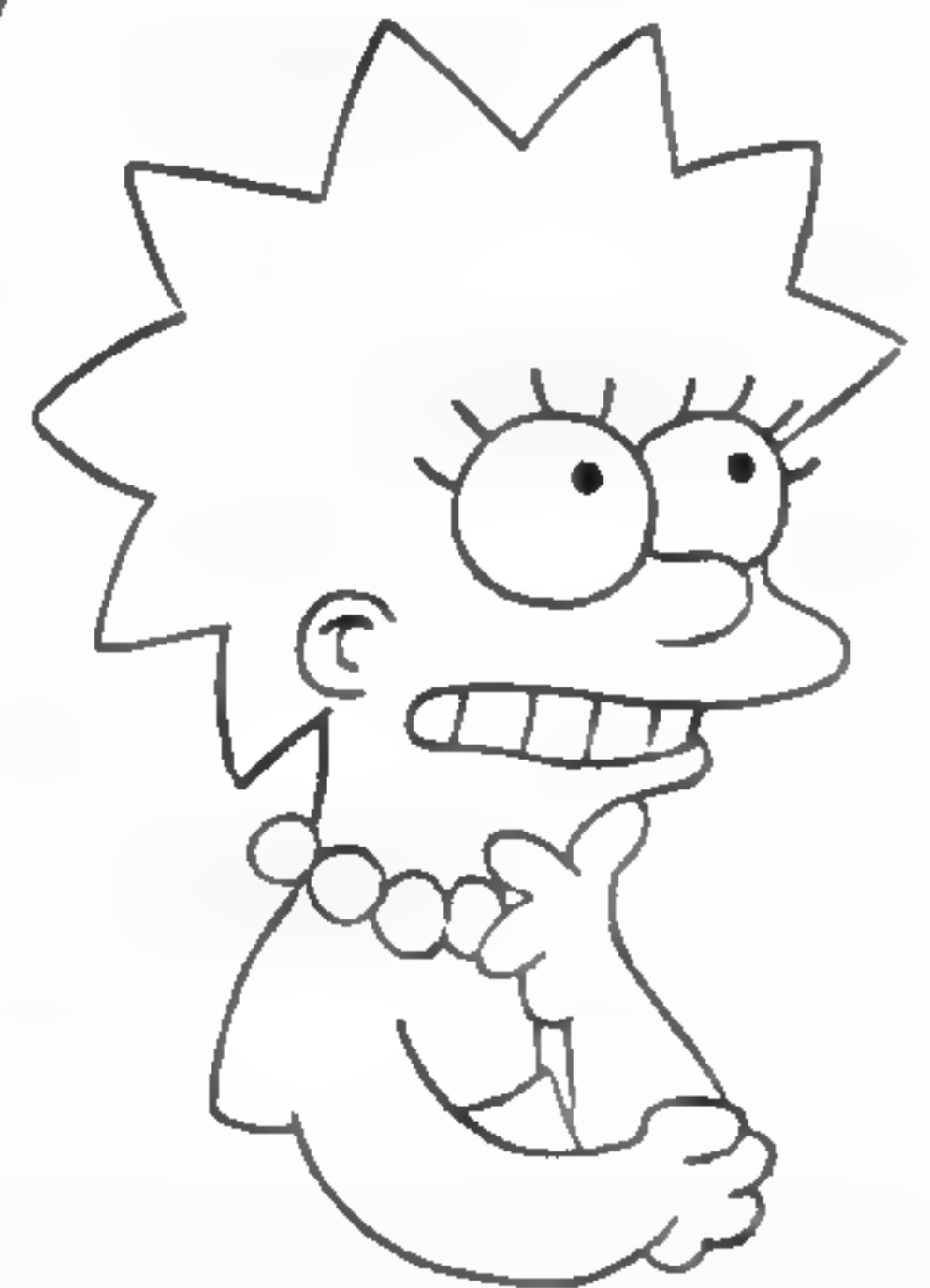
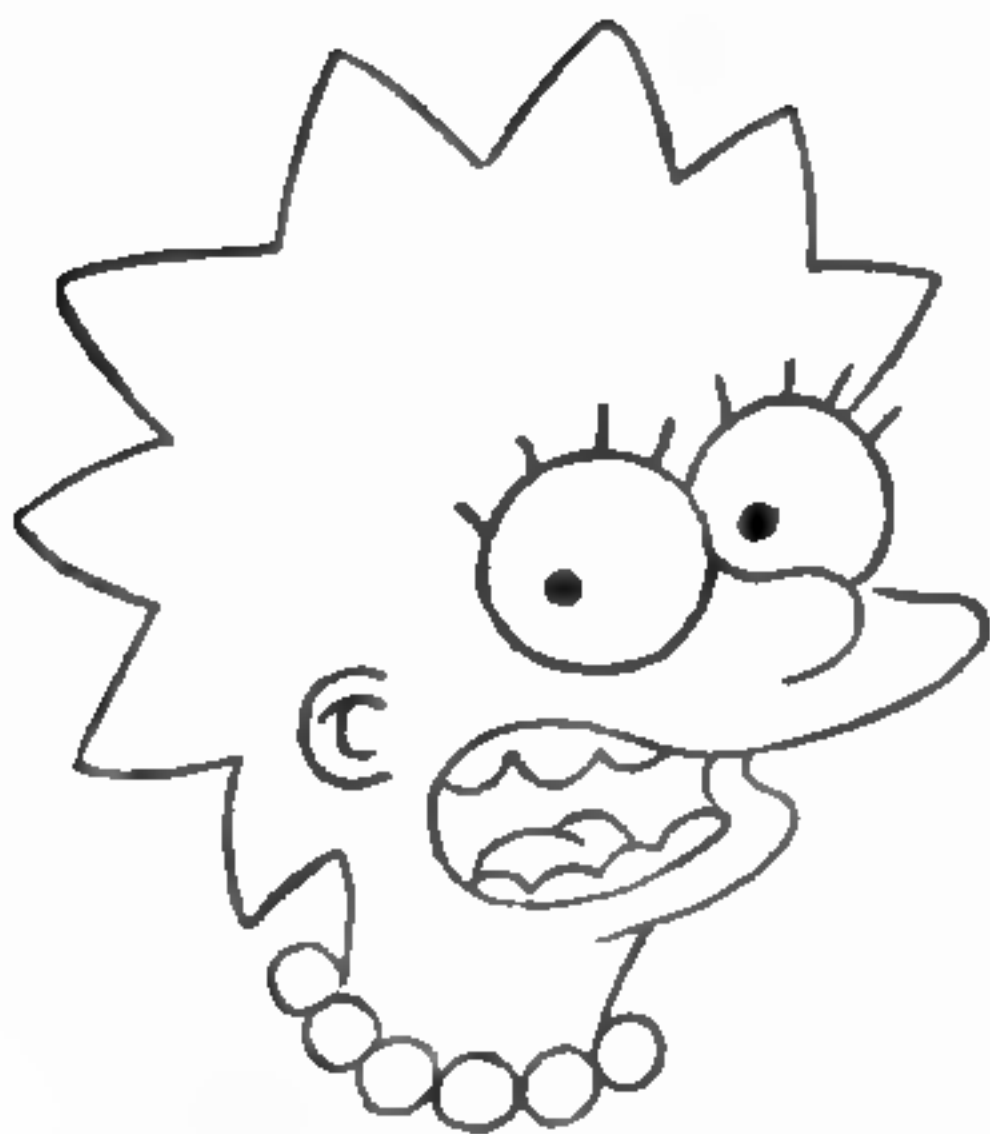
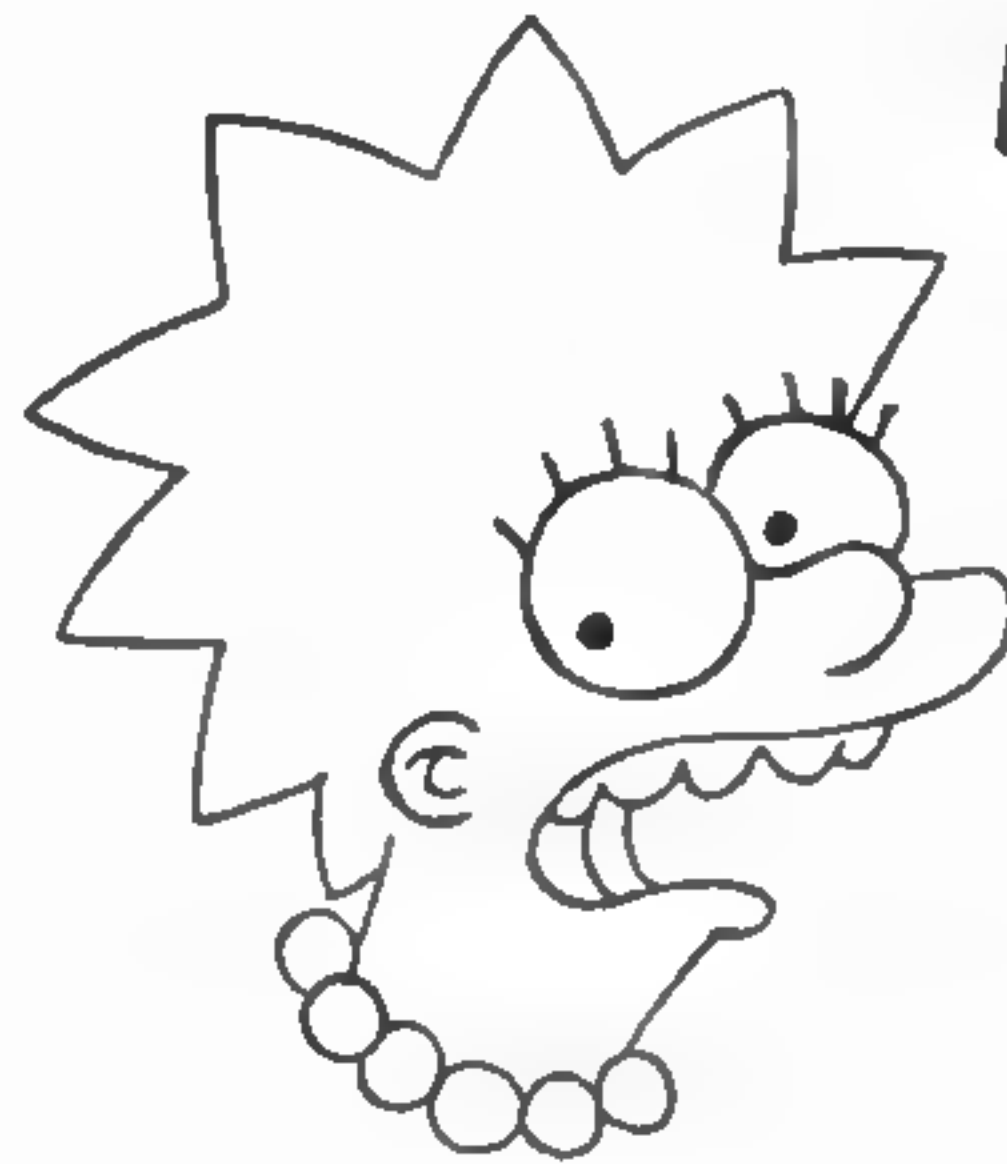
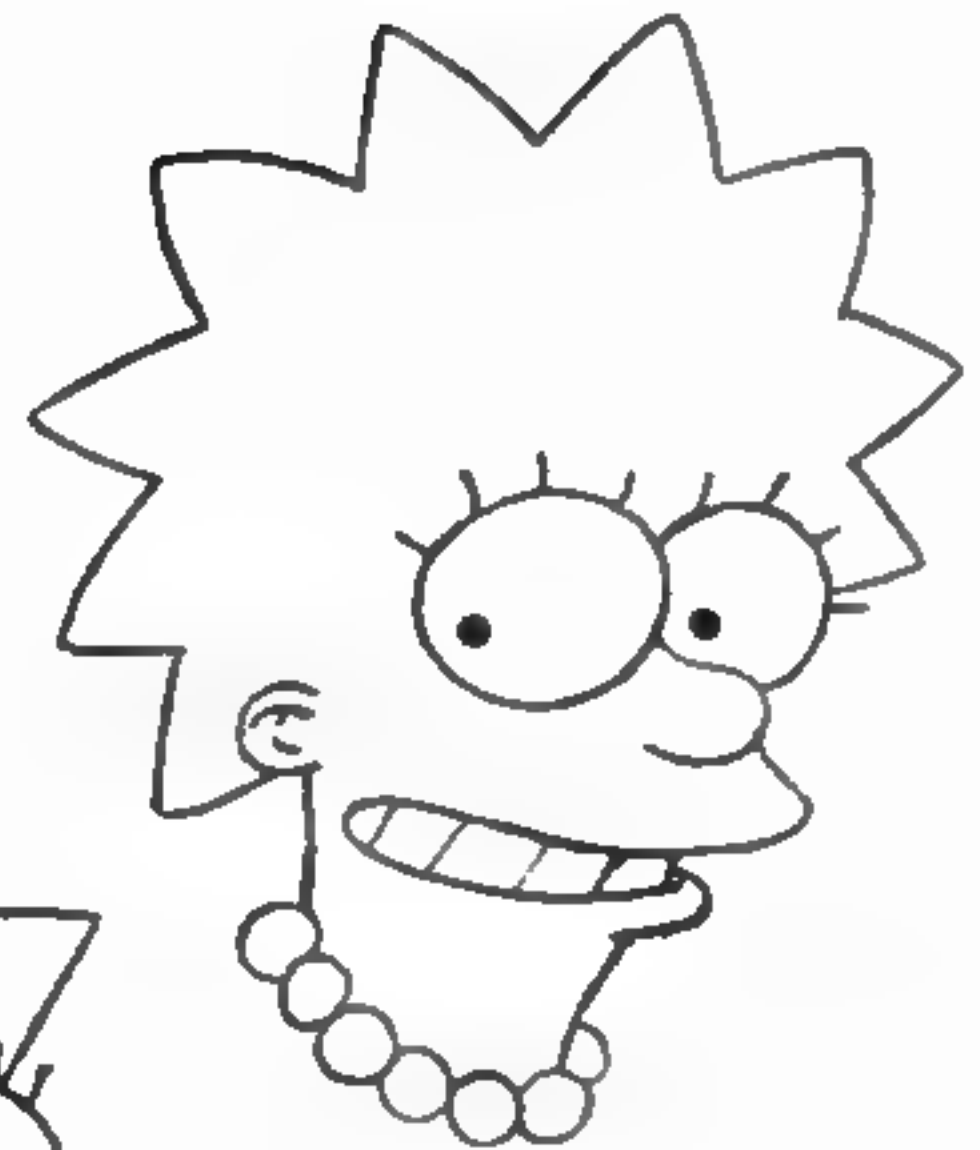
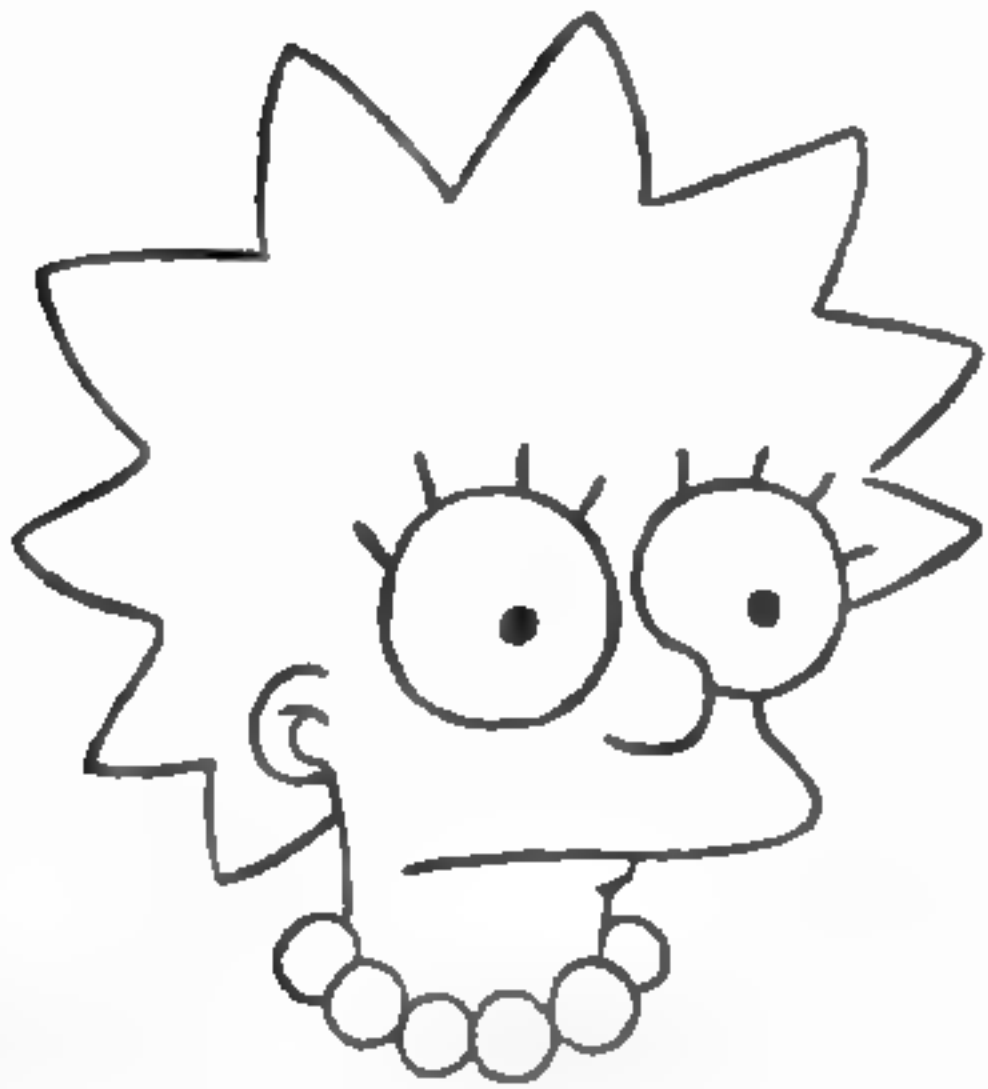
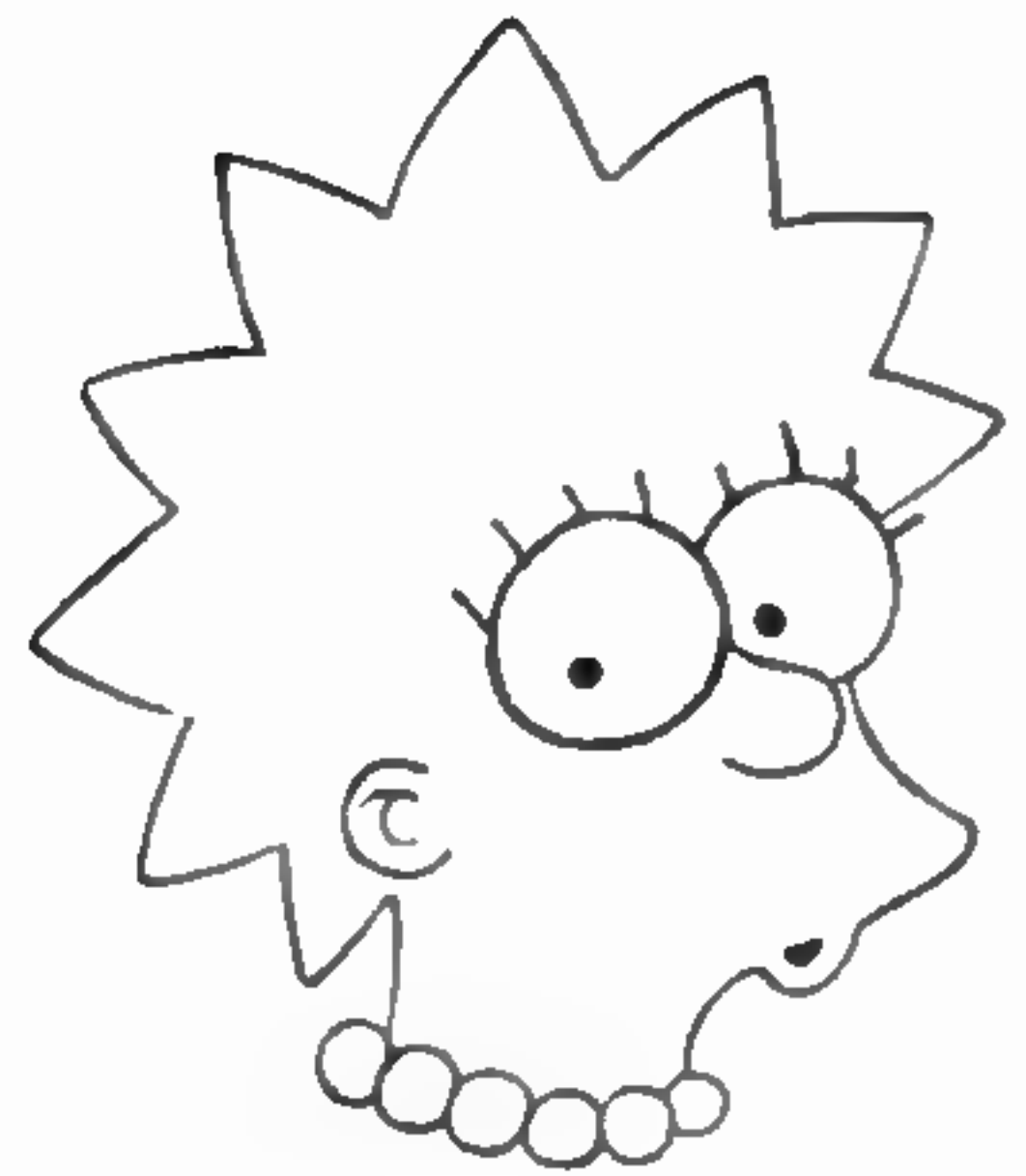
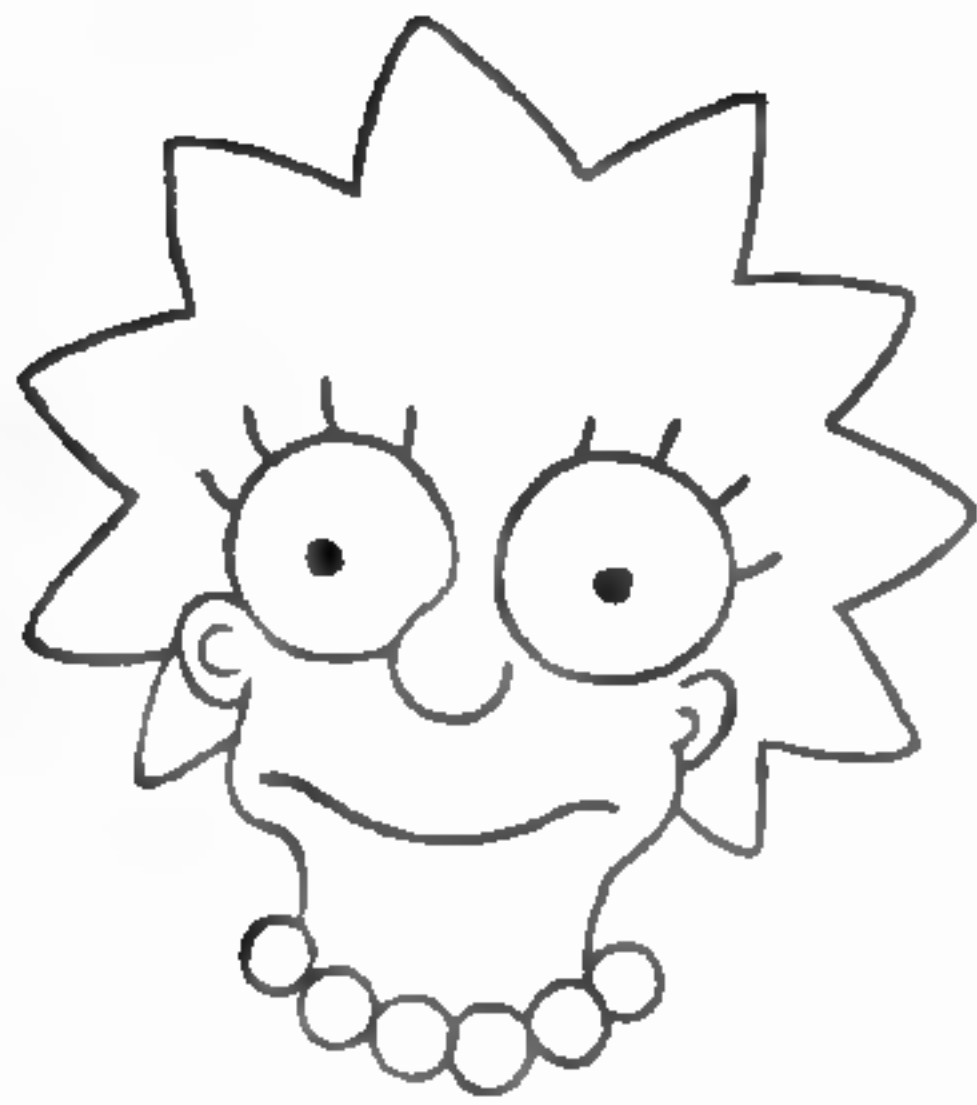
**PMS COLORS**

# THE SIMPSONS

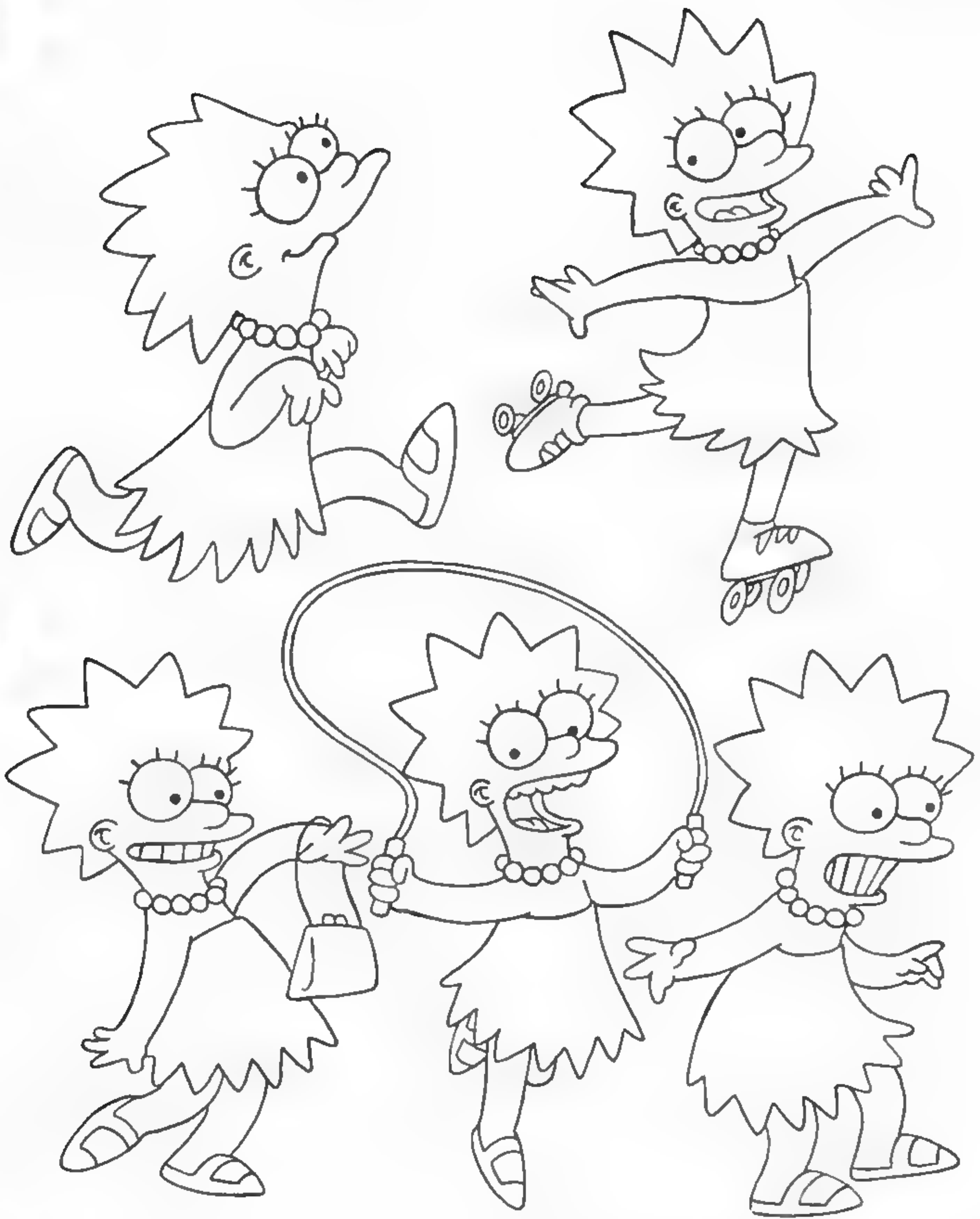
## TYPICAL QUOTES: LISA

- \* "Cut it out, Bart!"
- \* "What a moron!"
- \* "Bart, you are a dimwit!"
- \* "Way to go, (Dad, Bart)"
- \* "Nice try, (Dad, Bart)"
- \* "Oh, brother!"
- \* "Stop it, Bart!"
- \* "Bart, you're just like Chilly, the elf who cannot love."
- "It's up to you whether to confess to Mom and Dad, but I just want you to know I'm going to tell them myself in six minutes."





# FACIAL EXPRESSIONS



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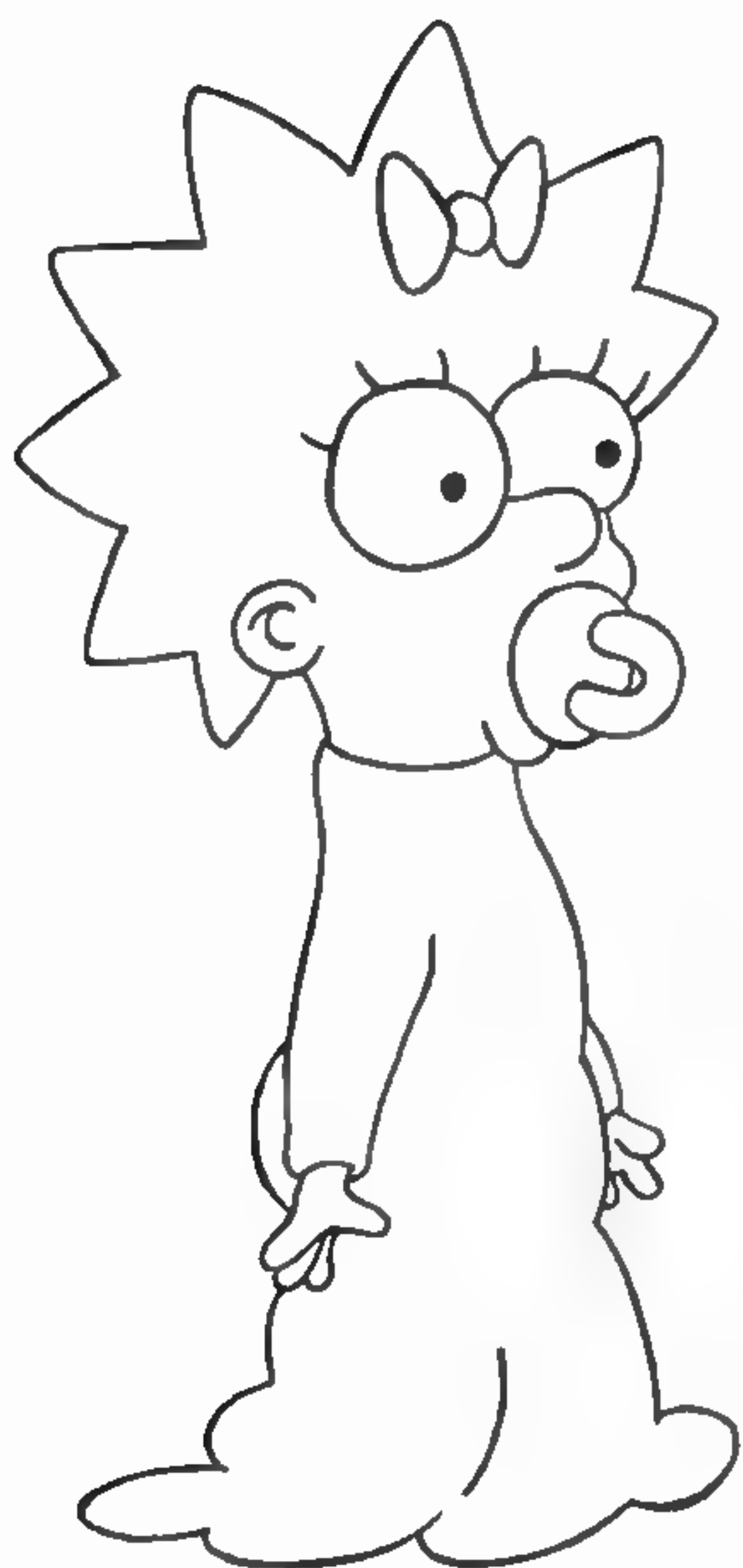
**ACTION POSES**



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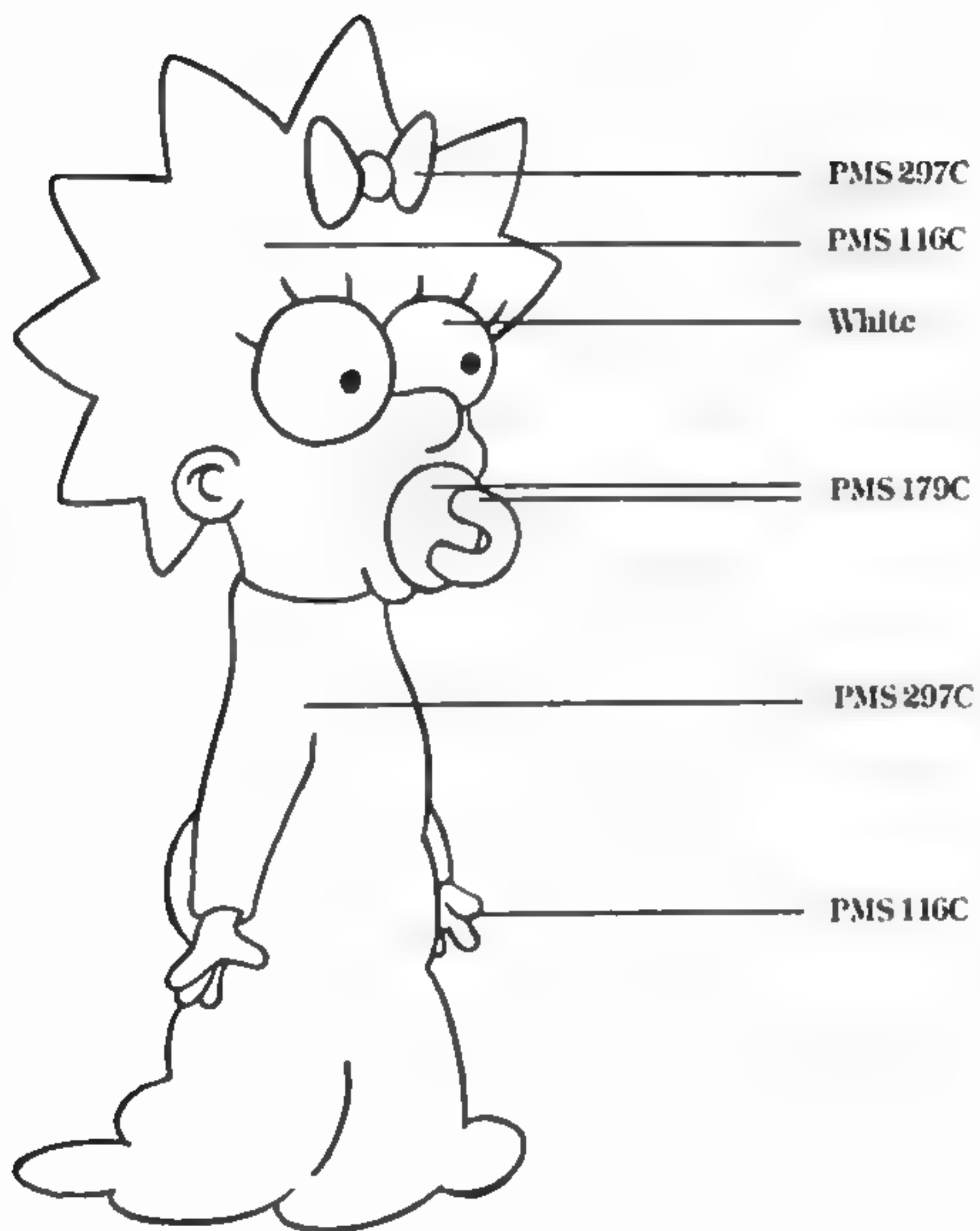
**ACTION POSES**





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**M**AGGIE



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# PMS COLORS

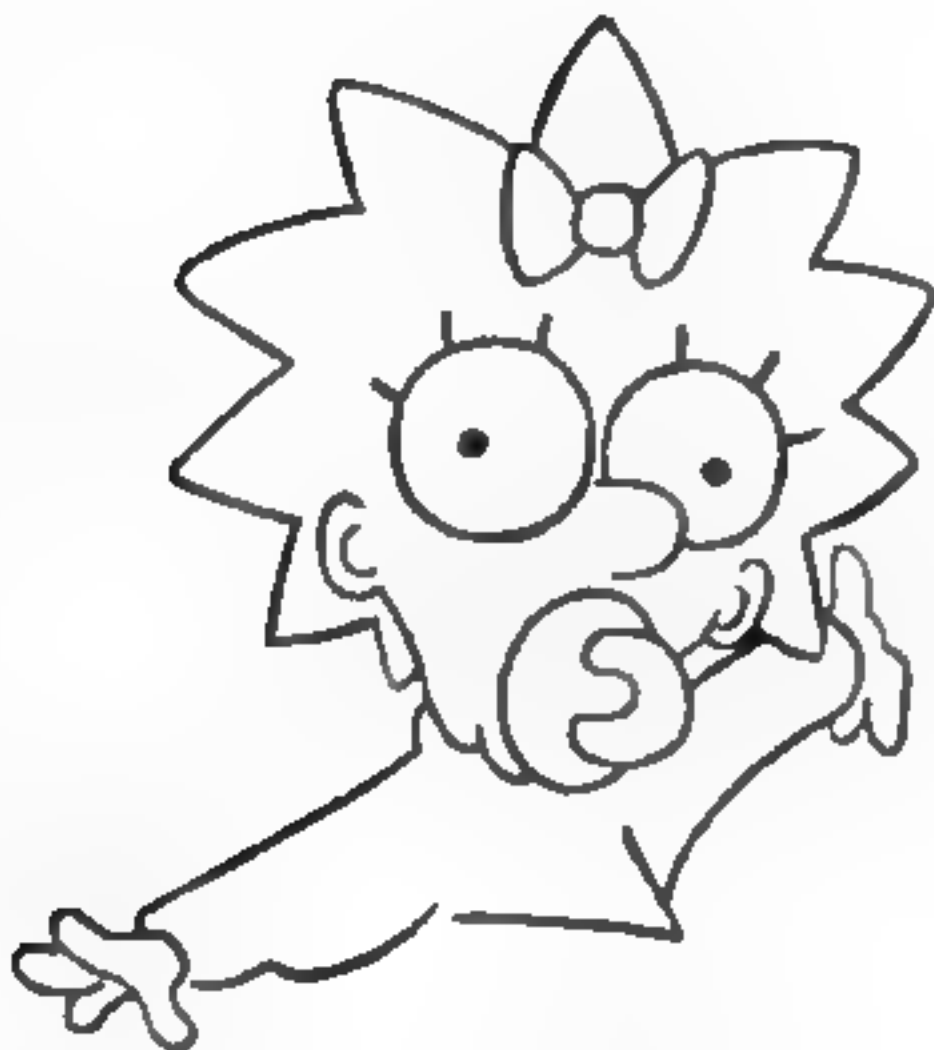
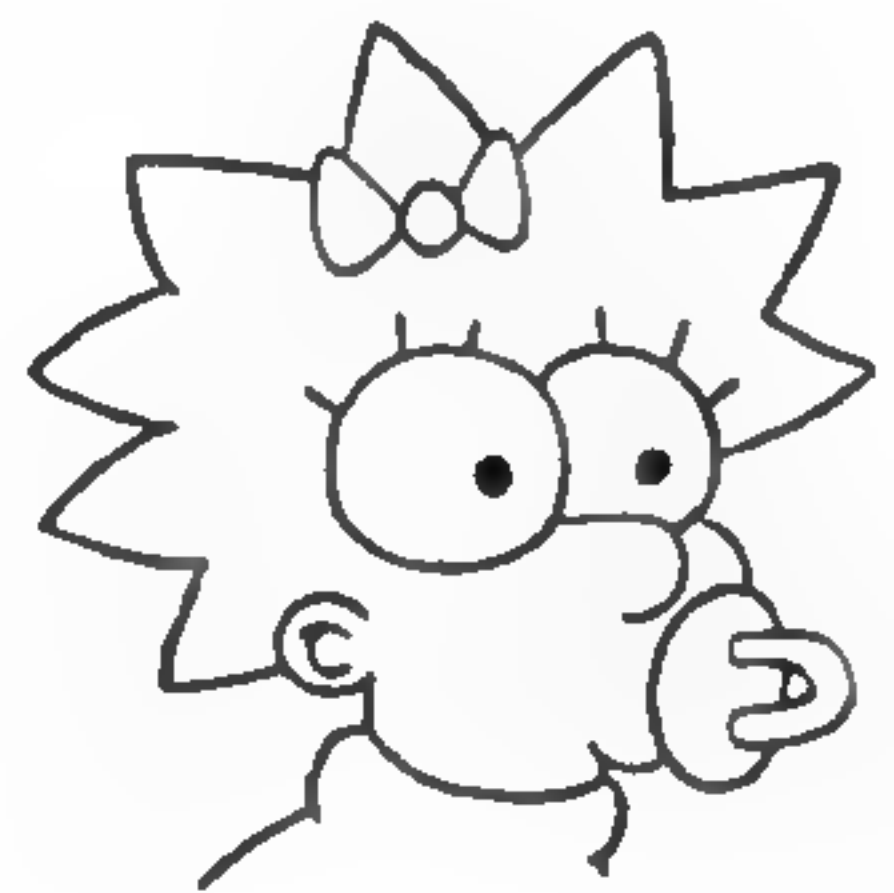
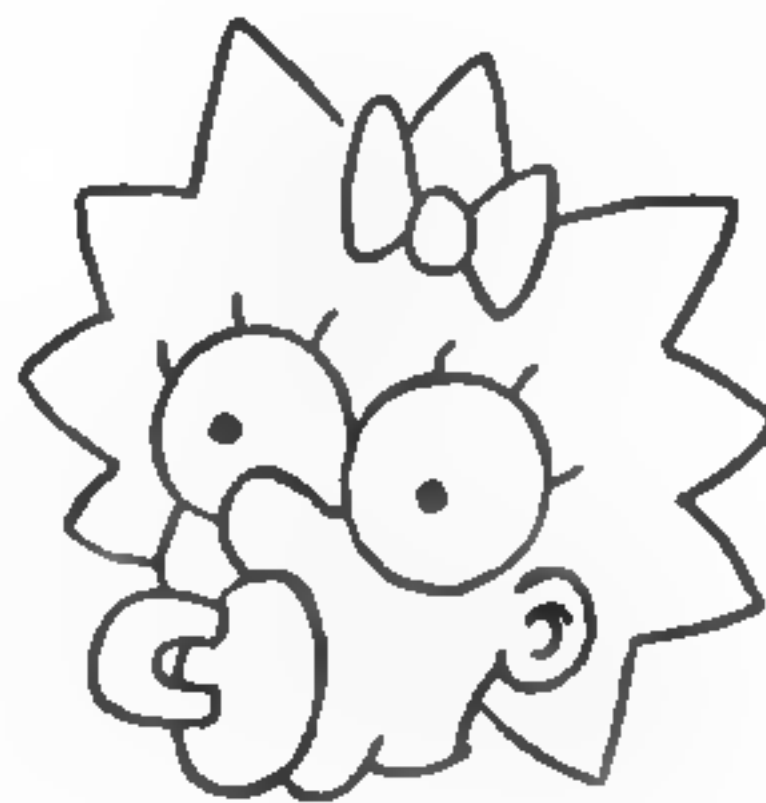
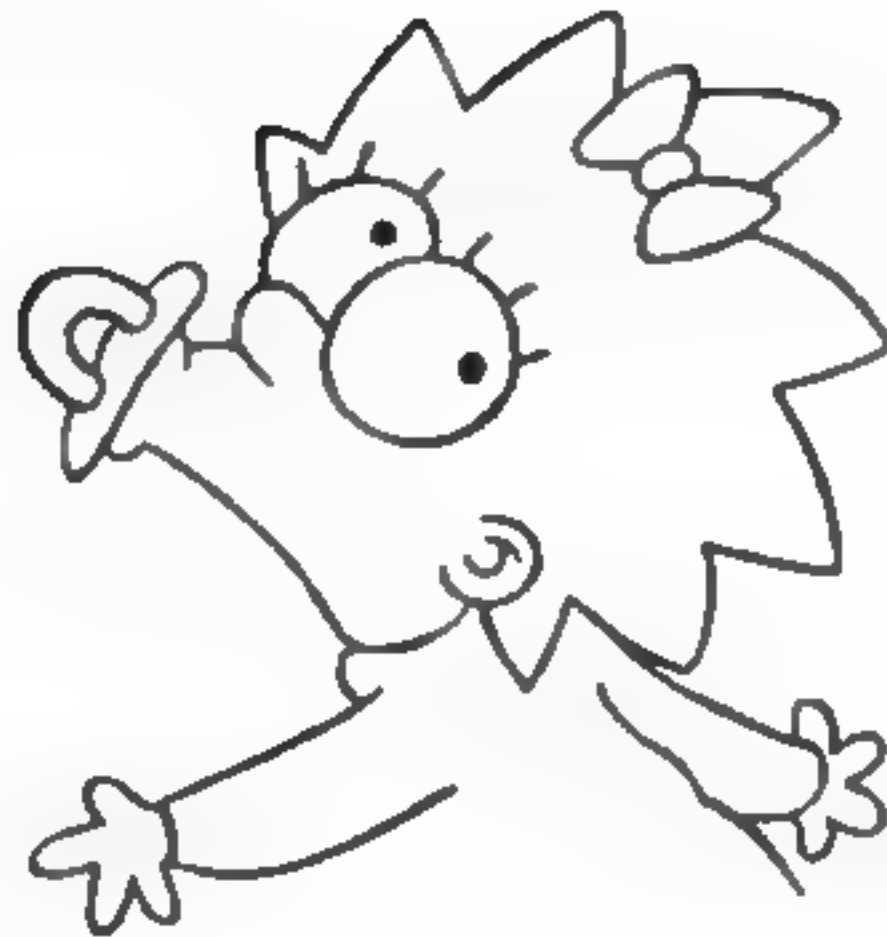
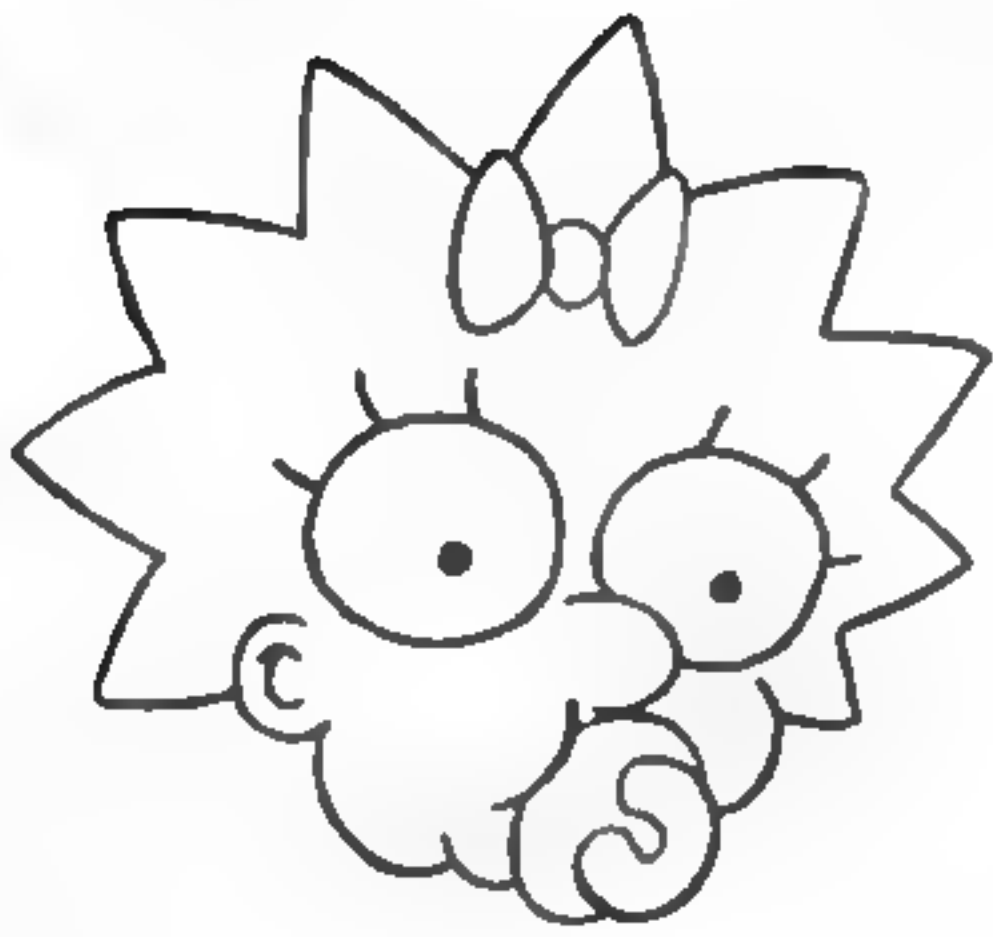
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# THE SIMPSONS

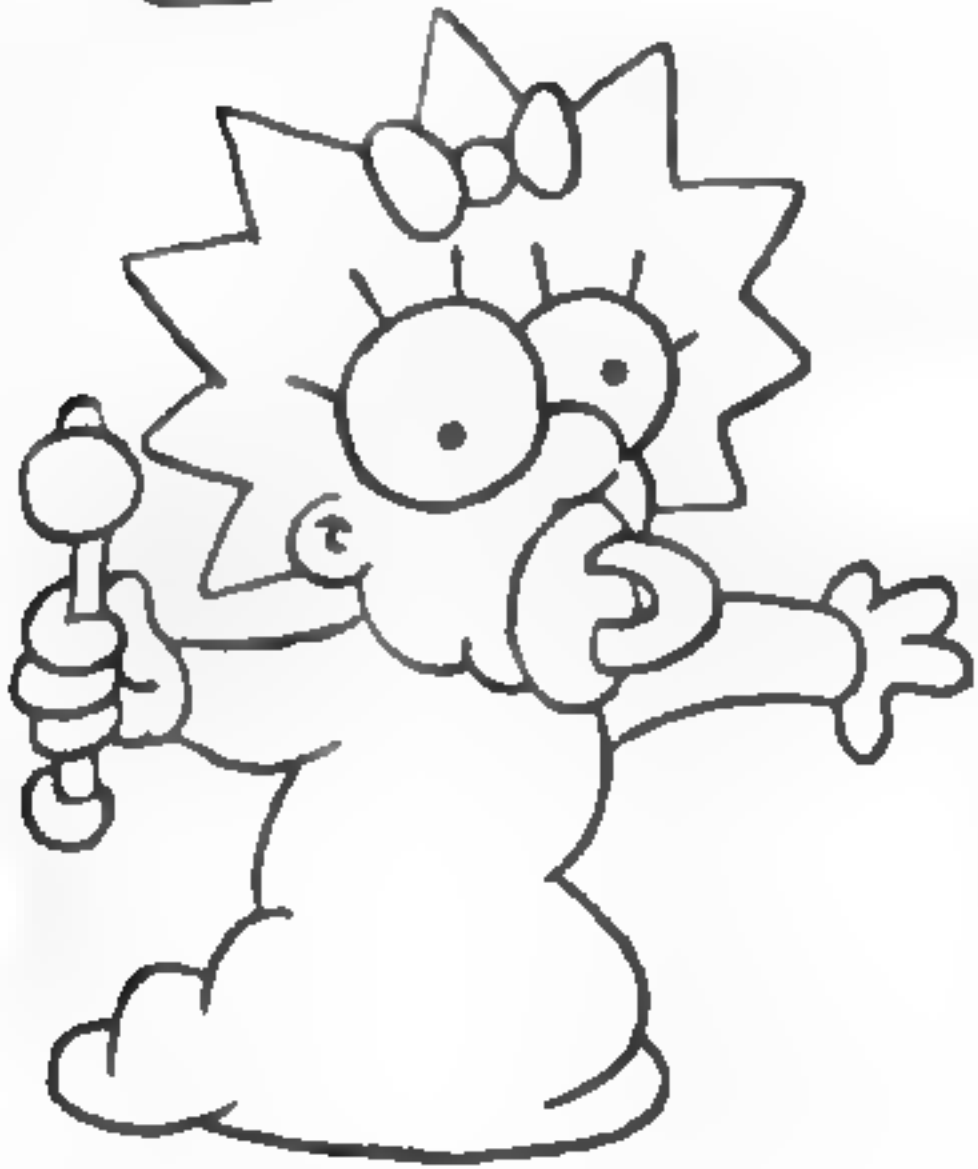
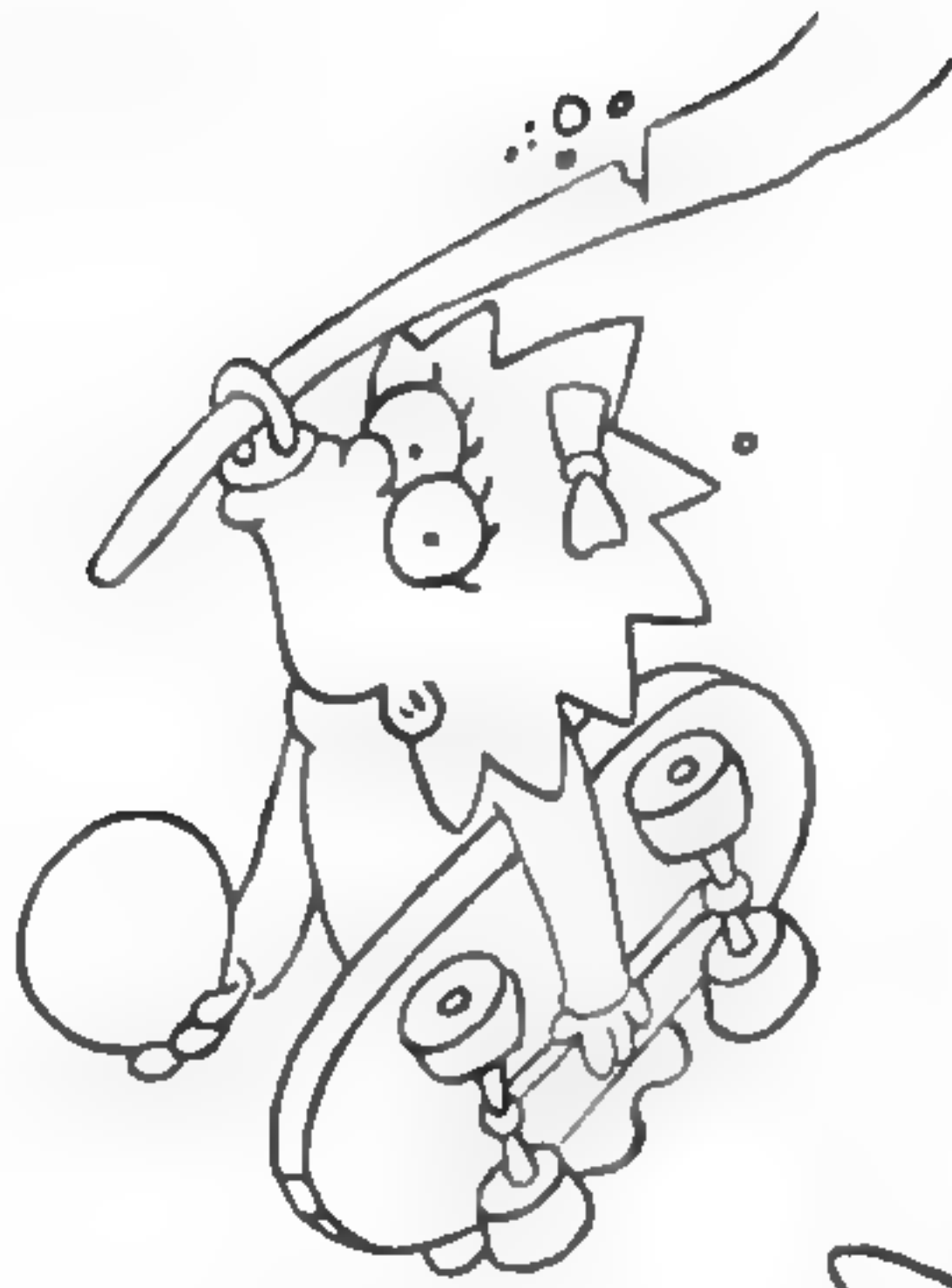
TYPICAL QUOTES: MAGGIE

\* None - just the typical sucking noises.





## FACIAL EXPRESSIONS



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**ACTION POSES**

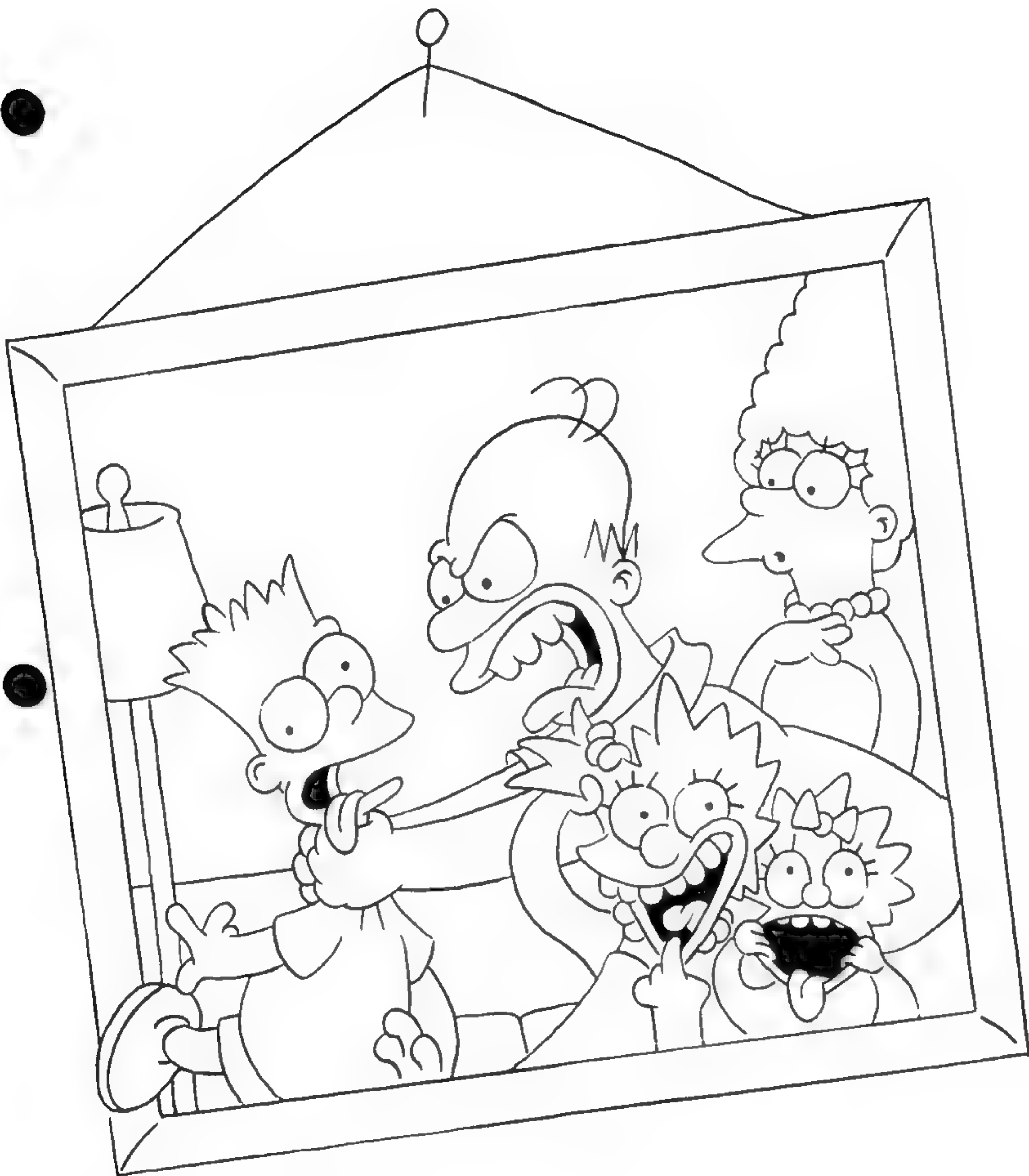
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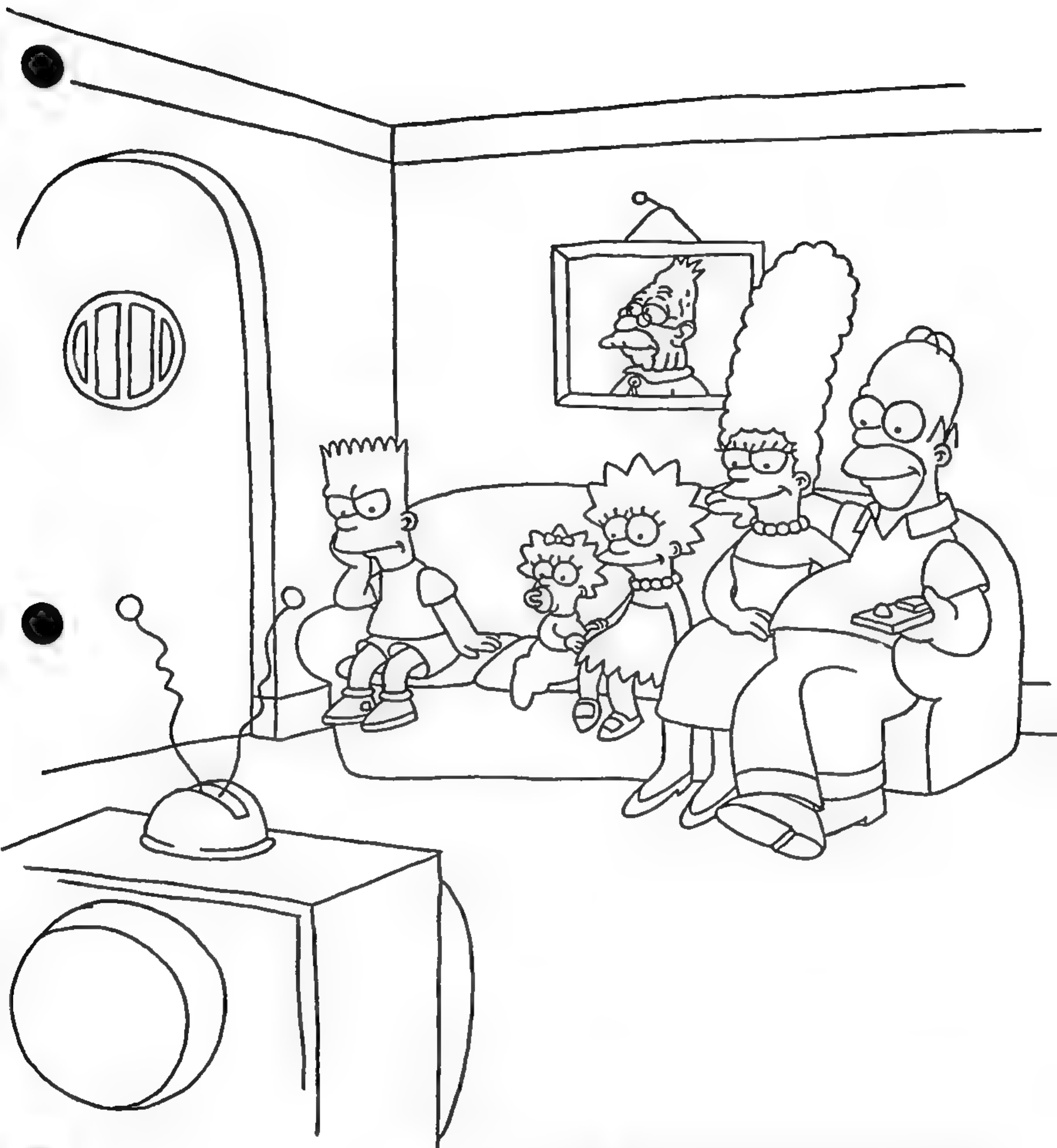




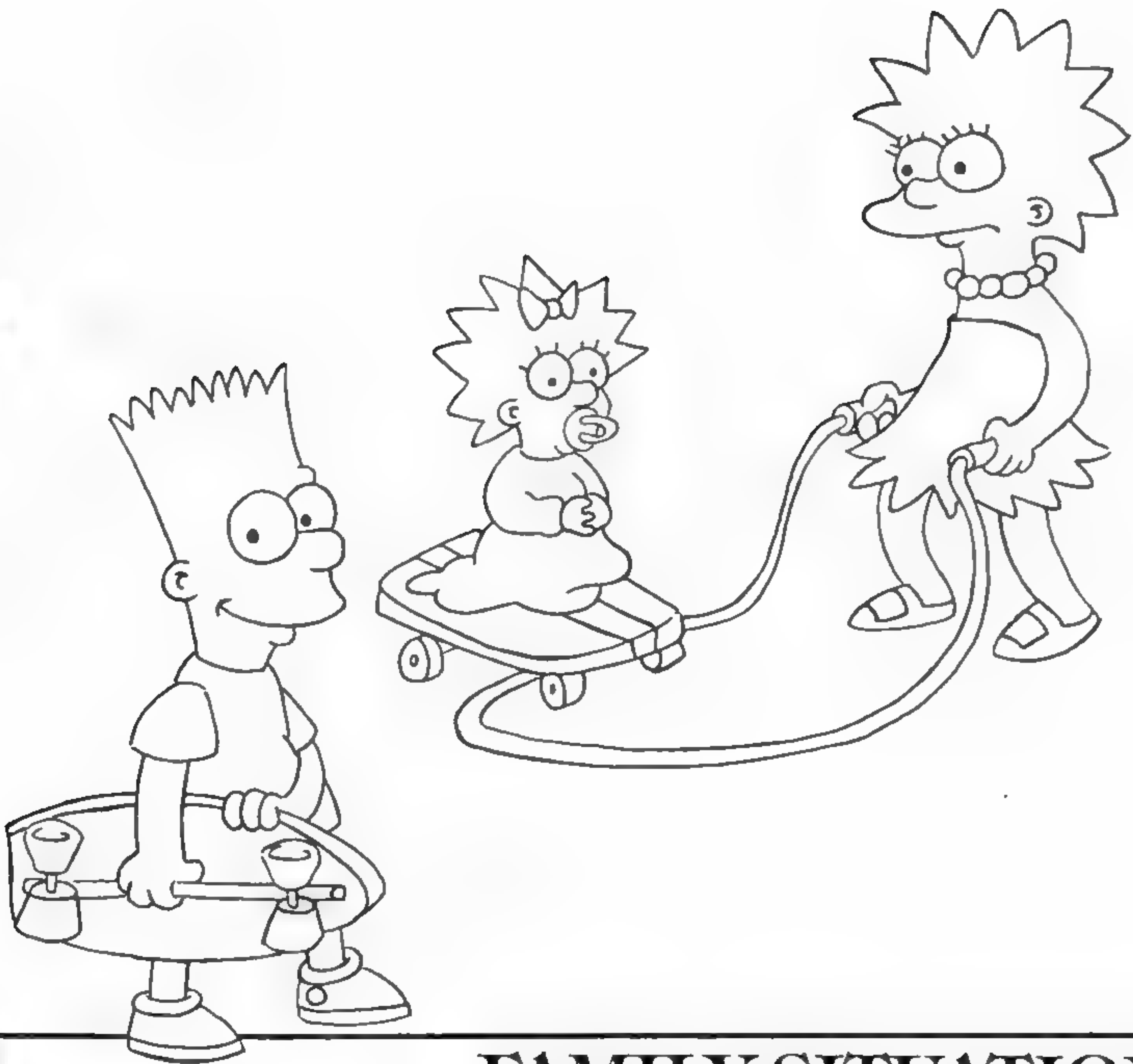
## FAMILY SITUATIONS



## FAMILY SITUATIONS



## FAMILY SITUATIONS



# FAMILY SITUATIONS





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## FAMILY SITUATIONS

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THE SIMPSONS

THE

SIMPSONS

THE SIMPSONS

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# SIMPSONS ALPHABET

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8-16-1989

GROENING MEDIUM:

AAA BBB CCC DDD EEE FFF GGG  
HHH III JJJ KKK LLL MMM NNN  
OOO PPP QQQ RRR SSS TTT UUU  
VVV WWW XXX YYY ZZZ

111 222 333 444 555 666 777  
888 999 000

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## THE SIMPSONS TYPEFACE

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TM & ©1989 TWENTIETH CENTURY FOX FILM CORPORATION

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